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Subject: 2010 Census Communications Campaign Creative Copy
 Testing (Phase 1) Final Summary Report

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Attached is a C2PO 2010 Census Integrated Communications Research (ICR) document about the 2010 Census Communications Campaign Creative Copy Testing (Phase 1), The Final Summary Report. This is one of a series of comprehensive reports of the Integrated Communications Campaign (ICC) research plan that includes several phases of qualitative and quantitative research conducted over time.

The purpose of creative copy testing is to ensure that all messages developed for the 2010 Census Campaign resonate with target audiences. This research will aid in the selection and prioritization of the most effective campaign messages prior to final production.

Attachment

2010 Census Communications Campaign Creative Copy Testing Final Summary Report

Audience Research | A Drafftcb Study for the U.S. Census Bureau

WE CAN'T MOVE FORWARD
UNTIL YOU SEND IT BACK

United States
Census
2010 IT'S IN OUR HANDS.

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How to read this report: This report contains an incorporation of quantitative and qualitative information. Each chapter will represent the findings from one of the eight core audiences and indicate whether the methodology utilized was qualitative-only or a combination of qualitative and quantitative techniques (throughout the report will be referred to as “quali/quant”). Each chapter will begin by providing an overview of reactions to the 2010 Census communications at the campaign level, along with any specific implications and/or recommendations from this higher viewpoint. Then, each of the specific executions tested will be addressed, incorporating quantitative data (when appropriate) and qualitative comments, followed by implications and recommendations for that specific execution. Each chapter will then conclude with a review of the campaign taglines.

Executive Summary



What Is It?

Creative Copy Testing is one part of a comprehensive Integrated Communications Campaign (ICC) research plan that includes several phases of qualitative and quantitative research conducted over time. The primary purpose of Creative Copy Testing is to ensure that all messaging developed for the 2010 Census resonates with its respective target audiences — specifically, that it enhances respondent knowledge, is relevant, and has the potential to motivate participation.

The respondent feedback obtained from this research will help to identify:

- 1) key messaging strengths
- 2) further actionable opportunities based on additional insights uncovered in the research
- 3) improvements to the current work that have the potential to strengthen the messaging even further.

Ultimately, this research will aid in the selection and prioritization of the most effective campaign messages prior to final production.

With Whom and When and How?

During January through March of 2009, 1,400 respondents participated in research sessions that were conducted among a cross-section of the population. Participants reflected a range of races and ethnicities, hard-to-count and under-counted populations, and a mix of age, gender, marital status, education, income, etc. For each audience, recruitment also included relevant Census Barriers, Attitudes, and Motivators Survey (CBAMS) mindsets (see footnote). Sessions were conducted either in English or in-language with an English translator present.

In order to gauge reactions to campaign messaging in the early stages of development before final production, a total of 114 different messages were exposed in a very “rough” executional format. Creative concepts in the form of video storyboards were used to depict TV. These consisted of illustrated drawings (not live action) with a non-professional “announcer” voiceover. Other print and radio messaging used illustrations or “stock” music and “stock” photography that was not truly reflective of what will ultimately be final music, casting and/or scenery. Creative concepts were incorporated for all three paid advertising campaign phases: Awareness, Motivation and support for NRFU (Non-Response Follow-Up).

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The primary purpose of CBAMS was to support the development of the Census Integrated Communications Campaign (ICC). In particular, the CBAMS was designed to provide an in-depth understanding of the public’s opinions about the 2010 Census. The survey asked questions about Census awareness, intent to participate in the 2010 Census, potential barriers to participation, attitudes and motivators toward the 2010 Census. The addition of this information provided a robust and comprehensive segmentation model to lead us into 2010 and beyond in informing tactical and strategic decisions.

Background + Methodology

On behalf of the U.S. Census Bureau, DraftFCB Team Census 2010 engaged independent research company Maya Group to test creative messaging developed for the 2010 Census communications campaign. Messaging was exposed in a very “rough” executional format that was not reflective of final casting, photography and/or music or voiceovers. Maya Group employed a combination of quantitative and qualitative sessions among targeted respondents across the U.S. and Puerto Rico.

- 56 in-person “quali/quant” (qualitative and quantitative) sessions were conducted using a *handheld electronic data* collection system to quantitatively obtain individual and anonymous responses along with in-depth qualitative follow-up discussions
- 22 qualitative-only, focus groups were also conducted
- 1,400 total respondents, 78 sessions, 114 messages were exposed
- 27 cities in the U.S. and Puerto Rico
- All 12 Census Regional Office areas were represented
- Census Bureau HQ staff and external stakeholders were invited to attend
- Fieldwork was conducted January through early March 2009

Sample Description

Participants reflected a range of races and ethnicities, hard-to-count and under-counted populations, and a mix of age, gender, marital status, education, income, etc.

- Diverse Mass (diverse mix of races/ethnicities who consume English-language media)
- Black (African American, Black African, Black Caribbean, Haitian (in-language), Bi-Racial Black)
- Hispanic (In-language Cuban, Puerto Rican, Central/South American [Argentina, Bolivia, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay, Peru and Venezuela], Mexican and English-speaking Hispanic)
- Puerto Rico (In-language urban/rural)
- Asian (In-language Chinese, Vietnamese, Filipino, Cambodian, Korean, Japanese, Asian Indian and Non First Generation English speaking)
- Russian, Polish, Arabic (In-language)
- American Indian
- Alaska Native
- Native Hawaiian (Hawaii) and Other Pacific Islanders (Chuuk, Guam, Marshall Island, Polynesia, Samoa, Tahiti, Tonga and Tualua)

Study Objectives + Universal Learning Opportunities

The study objectives were:

- To determine if messages are culturally relevant, improve knowledge, and motivate participation
- To obtain feedback that will help optimize and prioritize messaging prior to production

Across all audiences several consistent overarching themes surfaced and common opportunities were uncovered to help optimize the messaging moving forward. These have been grouped into 3 categories:

- 1. Messaging Strengths**
- 2. Further Actionable Opportunities** based on insights uncovered in the research
- 3. Improvements** that have the potential to strengthen the work even further

1. Messaging Strengths

Attention Getting

Both the *qualitative and quantitative findings indicate that messages captured attention*, particularly among those who had never heard of the Census or those who only thought of it as a “count” of the population.

Culturally Relevant

The majority of messages resonated with each of the respective target audiences. Non-Caucasian audiences appreciated the fact that the Census included ethnic sub-segments in their targeted efforts and sought to depict them with cultural sensitivity and, where relevant, in their own language.

Enhanced Favorability

Overall, messages raised feelings of favorability towards the Census and demonstrated the potential to overcome skeptical attitudes. *Across audiences, data showed that favorability improved substantially on a pre/post exposure basis.*

1. Messaging Strengths — continued

Raised Level of Knowledge

- There was particular resonance around the idea that *participation is quick and easy (10 questions/10 minutes)*.
- For many, showing *the actual Census form demystified the Census*, reinforcing its ease as well as safety.
- *Respondents who were exposed to messages of confidentiality/security generally found them to be reassuring*, especially during NRFU.
- The messages successfully conveyed the fact that a *wide range of benefits are associated with Census and they created the link between these benefits and why participation is important*.

Motivated Participation

- Respondents clearly understood *that receiving benefits is contingent upon participation* and quantitative data as well as the follow-up qualitative discussions indicate that messaging not only motivated them to want to participate, but to also encourage others to do so.
- Depictions of diversity and ‘people from all walks of life’ was highly motivating — *the work felt inclusive* — respondents came away feeling that the Census is everyone’s responsibility and everyone can benefit.

1. Messaging Strengths — continued

The Tagline Served as an Effective Call to Action

“**We can’t move forward until you send it back**” worked conceptually well (it created a sense of accountability), and it was empowering. It was seen as a strong motivational call to action that positively aligned with receiving benefits. ‘**It’s in our hands**’ tagline was appreciated for its reference to personal responsibility, but not as a call to action — this learning served to reinforce the value and strength of “We can’t move forward until you send it back.”

2. Further Actionable Opportunities

NOTE: The word **opportunity** below is used to describe the favorable insights or learnings uncovered during the course of conducting this research that can be further leveraged. Team Census 2010 (DraftFCB and all of its Partner Agencies) will make the appropriate additions, revisions and/or enhancements to their creative concepts to take full advantage of these positive findings.

Ease of Participation

Conveying simplicity and ease through the use of “10 minutes/10 questions” and actually *showing the form* was found to be particularly motivating to people.

Opportunity: Include “*about* 10 minutes/10 questions” in more communications to effectively emphasize that the form is simple and easy to fill out. Show the form wherever possible to further build perceptions of ease and safety.

2. Further Actionable Opportunities — continued

Details of Census Operations:

Messages were generally informative in conveying the benefits associated with participation, but soft on building a more detailed understanding of Census “operations,” especially NRFU. By “operations” we mean timing, method of receiving/sending back form, and a description of NRFU.

Opportunity 1: Respondents consistently sought more information. This could be addressed by providing more details (that can be tailored and regionalized to address differences in the operational process), as well as a URL/website for them to seek out more information.

- Timing: look for the form in mid-March; look for it in the mail
- Expectations: mail it back today/now
- URL/website (i.e. for more information go to www.2010census.gov)

Opportunity 2: Respondents were frequently confused about NRFU (in part because no distinction was made between messages calling for mail back vs. enumeration within the sessions). There were also concerns about someone coming to their door.

- Make clear *who* will come to your door (with Census ID badge, someone from your neighborhood/community, sworn to protect the privacy of your answers).
- Convey *why* — that if the Census has not received your form, someone needs to follow-up so you and your community are represented.

2. Further Actionable Opportunities — continued

Gateway to Participation:

Messages that emphasized the ‘mailbox’ as the gateway to participation and receipt of benefits were particularly informative and motivating.

Opportunity: Consider further developing the ‘March to the Mailbox’ theme across audiences being sensitive to *not* portraying the “march” as “militant” but as “action.”

Emotional Resonance:

Across audiences, the campaign messages successfully aligned with the current positive shift in the mood of the country, sparking commentary around hope, optimism, and idealism — ‘anything is possible now’ — even in the face of adversity. This hope and optimism stems from the belief that they, individually and collectively, can affect change.

Opportunity: A stronger emotional connection to the Census could be beneficial in raising awareness and softening attitudes early in the campaign. Develop additional messaging for Diverse Mass to further tap into this cultural context and explore leveraging this emotional connection for other audiences where possible and relevant.

3. Improvements

NOTE: The word **opportunity** here is used to describe suggested improvements to the creative messaging that have the potential to strengthen it even further. Team Census 2010 (DraftFCB and all of its Partner Agencies) will take advantage of the appropriate additions and or changes reflected herein, as well as the audience specific opportunities that follow, to ensure that we are moving forward with the most effective campaign messages prior to final production.

Achieve Balance in Tone and Manner:

In general, messages achieved a balance of humor, entertainment and education. This worked well as long as the advertising was still informative. In certain cases, however, we discovered there was a need to downplay exaggeration and the use of the word “hero” is one example of that. Respondents did not feel that you should equate filling out the Census with true heroes like fire fighters, police officers or soldiers. Additionally, the word “hero” did not translate well in some languages (e.g. Haitian Creole speaking respondents objected to the implication that by filling out the Census you become “someone”).

Opportunity: Downplay exaggeration — e.g., find an alternative term for “hero” and still keep the idea itself that respondents found relevant, positive, and empowering — by mailing back the form you play a vital role for yourself and others.

3. Improvements — continued

Establish Proper Context for Share of Funding:

When respondents were asked to make a choice, there was a clear preference for \$300 billion *per year* versus \$3 trillion *over 10 years*. Virtually across the board, the yearly figure felt more immediate and credible. However, we also found that, in general, large dollar amounts can be polarizing and distracting in that they raise questions about where the money will come from, given the current economic crisis.

Opportunity: Need to decide the most effective and appropriate use of funding in communications moving forward. Mentioning a specific dollar amount worked with some audiences, but not with others and we should try to be consistent.

Enhance Diversity:

Some reactions from non-Caucasian audiences indicated that while they appreciated the specific cultural sensitivity and focus, they did not want to feel singled out. We heard from all races/ethnicities that they see themselves living in a more diverse world, not one defined solely by their race or ethnicity. They appreciate messaging that depicts diversity and “people from all walks of life.”

Opportunity: Strike a balance between inclusiveness and cultural focus. Incorporate relevant cultural nuances in targeted versioning of ads and *all audiences* should reflect multi-generations, ages, gender (particularly female), disabled and regional, urban/rural differences as well as a range of socio-economic lifestyles in their work.

3. Improvements — continued

Further Optimize Call to Action:

“**We can’t move forward until you send it back**” is salient across all audiences and can be leveraged even further to strengthen the call to action.

Opportunity: Where needed (a few select audiences such as Russian/Arabic/Polish), the expression will be rewritten to be more positive. There are additional opportunities to refine the articulation in various other languages to ensure optimal impact, such as the slight language variations that resonated within individual Asian groups. And with Hispanics, because the forward/back wordplay has a different meaning in Spanish, words such as “progresar” or “mejorar” will be explored to strengthen the line.

Strengthen Confidentiality:

While respondents generally found messages of confidentiality/security reassuring, especially during NRFU, the research allowed us to explore different verbiage and other nuances to address the specific concerns that various audiences had regarding this issue — some were concerned about immigration, others expressed personal privacy concerns. Most people wanted stronger messages that directly address their key issue.

Opportunity: Tailor safety/confidentiality message to specific audience concerns in messages moving forward (e.g. “Protected by Federal Law” for Hispanic)

Audience Specific Learning + Opportunities

NHOPI Opportunity:

- Customize messaging separately to Native Hawaiian and Other Pacific Islanders to strengthen relevance to these audiences
- Better connect 'benefits' to culture and community through Census
- Eliminate use of "old" stereotyped visuals
- Include more extended families in executions

Audience Specific Learning + Opportunities

AI/AN Opportunity:

- Clarify and strengthen the connection of the cultural message to Census
- Regionalize messaging, especially regarding mail-back vs. enumeration operational procedure
- Strike a balance between traditional culture and generational messages and more contemporary, modern imagery by using voice and pride messages.

Audience Specific Learning + Opportunities

Arabic, Russian, Polish Opportunity:

- Counter concerns that reflect cultural sensitivities to government surveillance/totalitarian government 'head count'
- Improve messaging rewrite to be more culturally nuanced and more precise
- Rework the in-language campaign expression to be more positive. "We can move forward when you send it back."
- Giving more prominence to the Census logo encourages participation because it makes it more "official"

Audience Specific Learning + Opportunities

Black Opportunity:

- Realistic, inspiring, and direct messaging (vs. imaginary/fantastical) works best to motivate participation
- Increase sensitivity/avoid what may be perceived as stereotypical or inauthentic messaging
- For Black African/Caribbean/Haitian audiences, build into messaging greater assurance against immigration and confidentiality concerns — literally state that the 2010 Census and Immigration are mutually exclusive

Audience Specific Learning + Opportunities

Asian Opportunity:

- “Required by law” confirmed as key driver for this audience
- Explore connecting a confidentiality message to “protected by law”; bringing these two ideas together strengthens them both
- Reinforce confidentiality and increase tagline saliency with translations that are more relevant and tailored to each of the individual audience sub-groups

Audience Specific Learning + Opportunities

Hispanic Opportunity:

- Hispanic sense of ‘pride’ and impact on the country is a key element that promotes greater participation and reinforces the value of “being counted”; there is pride in “being counted” as a *part* of the United States of America
- Include more aspirational messaging that communicates progress and achievement
- Appealing to Hispanic community at large, their immediate community, family and future generations is compelling
- Strengthen the tagline by including words such as “progresar” or “mejorar” since the forward/back wordplay doesn’t translate well
- Messaging that conveys that confidentiality is protected by “Federal law” enhances credibility
- Referencing bilingual Census form and availability of language assistance guides builds confidence that the Census has taken Hispanics into account

Audience Specific Learning + Opportunities

Puerto Rico Opportunity:

- Include more local, recognizable social, cultural and patriotic imagery to further enhance relevance and motivation
- Family pride in Puerto Rico, and its appeal to unity and cooperation for the common good, resonate very well

Audience Specific Learning + Opportunities

Diverse Mass Opportunity:

- Add an anthemic awareness-building communication that leverages the hope and optimism that is so prevalent in the country today and creates more of an emotional connection with the Census

Summary of Recommendations (across all audiences)

- Emphasize Benefits and Ease of Participation
- Provide Details of Census Operations
- Consider developing 'March to the Mailbox' messages across audiences
- Balance Tone & Manner — Downplay Exaggeration
- Establish Proper Context for Share of Funding
- Enhance Depictions of Diversity
- Further Leverage the Emotional Connection of Census to the Current Spirit of Hope and Optimism
- Further Optimize Call to Action
- Tailor Safety/Confidentiality Messaging to Audience Concerns
- Move Forward with Audience Specific Opportunities

Summary of CBAMS Mindsets

- The Leading Edge (26% of the population) are both informed as well as positive about the Census. The Leading Edge demonstrates high awareness and a high degree of knowledge and understanding of the Census.
- The Head Nodders (41% of the population) include those who are positive toward the Census, but not well informed about its uses. They consider Census participation to be a responsibility and they are proud to be counted.
- The Insulated (6% of the population) are those who have heard of the Census but consider themselves unfamiliar with its purpose and intent — they admittedly say they “don’t know” when asked specifically about its purpose and intent.
- The Unacquainted (7% of the population) are a group who have never heard of the Census. Even after a brief description of the Census, the Unacquainted report a low likelihood of participation.
- The Cynical Fifth (19% of the population) are characterized by very negative attitudes toward the Census and suspicion about its purpose and uses, despite high knowledge about uses of Census data.

For more details with regard to segment descriptions, and a summary of the results of the CBAMS segmentation study, please see the appendix.

Overall Study Specifications



This study was designed to help Draftfcb and its partner agencies evaluate a variety of television, print and radio executions created for the 2010 Census communications campaign.

- All of the executional concepts were in an unfinished stage of creative development. All participants referred to the executions as “ads” and answered questions about the “advertising.” However, the test material throughout this report will be referred to as “messages” or “executions.”
- Goals for the campaign and research objectives are outlined below:

Marketing Campaign Goals

Increase mail response.

Improve overall activity and reduce the differential undercount.

Improve cooperation with enumerators.

Key Research Objectives

To determine if intended messages have been effectively communicated.

To assess reactions to creative executions; optimize and prioritize messaging prior to production.

- Overall reactions
- Message communication/understanding/improve knowledge
- Culturally relevance
- Persuasiveness — motivation to participate
- Believability/likeability
- Anticipated action and attitudes toward Census
- Tagline interpretation and effectiveness

To obtain cultural insights.

On behalf of the U.S. Census Bureau, global advertising and communications agency Draftfcb engaged Maya Group to conduct a series of quantitative and qualitative sessions to test creative work under development for the 2010 Census communications campaign.

- Participants for eight core segments were recruited across the continental U.S., Alaska, Hawaii and Puerto Rico.
- This report will present eight separate chapters covering each of the following segments:

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Black African, Black Caribbean, Bi-Racial Black, Haitian
Hispanic	Cuban, Central/South American, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian and Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

Study details are summarized as follows:

- 56 in-person quali-quant sessions using a handheld electronic data collection (EDC) system to quantitatively obtain individual and anonymous responses along with in-depth qualitative follow-up discussions
- 22 qualitative-only focus groups
- 1,400 total respondents, 78 sessions, 114 messages exposed
- 27 markets in the U.S. and Puerto Rico
- All 12 Census Regional Office areas represented
- C2PO, Team Census 2010 members and other Bureau “invitees” in attendance
- Conducted January through early March 2009

Quantitative data was segmented according to gender, age, income level, mindset and several other categories.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participant, feelings about the Census and likelihood to recommend participation to others

Note: A number of differences between segments are quantitatively cited in this report (e.g., women feeling differently than men on a particular measure). Unless otherwise noted, such differences across segments (gender, age, income level, etc.) are significant at the 95% confidence level.

Demographic Detail for Qualitative and Quantitative Groups

	RUSSIAN	ARABIC	POLISH	AI/AN	NATIVE HAWAIIAN	OPI	BLACK + BI-RACIAL + HAITIAN	ASIAN + CAMBODIAN	HISPANIC + MEXICAN	ESH + DIVERSE
Total n=1401	n=23 1.6%	n=22 1.6%	n=17 1.2%	n=136 9.7%	n=20 1.4%	n=19 1.4%	n=225 16.1%	n=375 26.7%	n=298 21.3%	n=266 19%
Gender										
Male	39%	41%	47%	27%	45%	47%	47%	50%	51%	48%
Female	61%	59%	53%	73%	55%	53%	53%	50%	49%	52%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Age										
18-24 years old	18%	4%	0%	13%	10%	0%	14%	9%	8%	13%
25-34 years old	18%	59%	42%	29%	35%	37%	29%	24%	27%	19%
35-44 years old	26%	14%	17%	22%	20%	37%	24%	32%	33%	25%
45-54 years old	13%	14%	17%	26%	20%	26%	24%	23%	18%	26%
55-64 years old	21%	9%	12%	6%	15%	0%	7%	12%	10%	14%
65+ years old	4%	0%	12%	4%	0%	0%	2%	0%	4%	3%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Are you Hispanic or Latino?										
Yes	0%	0%	0%	1%	0%	0%	2%	2%	98%	19%
No	100%	100%	100%	99%	100%	100%	98%	98%	2%	81%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	RUSSIAN	ARABIC	POLISH	AI/AN	NATIVE HAWAIIAN	OPI	BLACK + BI RACIAL + HAITIAN	ASIAN + CAMBODIAN	HISPANIC + MEXICAN	ESH + DIVERSE
Total n=1401	n=23 1.6%	n=22 1.6%	n=17 1.2%	n=136 9.7%	n=20 1.4%	n=19 1.4%	n=225 16.1%	n=375 26.7%	n=298 21.3%	n=266 19%
What is your racial background?										
American Indian or Alaskan Native	0%	0%	0%	94%	0%	0%	0%	0%	7%	0%
Asian	0%	0%	0%	0%	0%	0%	1%	96%	0%	2%
Black or African American	0%	0%	0%	0%	0%	0%	70%	0%	1%	20%
Caucasian	0%	27%	0%	0%	0%	0%	0%	0%	5%	62%
Native Hawaiian or other Pacific Islander	0%	0%	0%	3%	100%	100%	1%	2%	1%	0%
Other	100%	73%	100%	3%	0%	0%	28%	2%	86%	16%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Were you born in the United States?										
Yes	0%	23%	0%	93%	100%	32%	53%	11%	22%	91%
No	100%	77%	100%	7%	0%	68%	47%	89%	78%	9%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do you speak a language of your ethnic origin?				NA in qual	NA	NA				NA in qual
Yes	100%	100%	100%	31%	0%	0%	76%	89%	64%	70%
No	0%	0%	0%	69%	0%	0%	24%	11%	36%	30%
Base	100%	100%	100%	100%	0%	0%	100%	100%	100%	100%
Do you own your own home or rent?	NA	NA	NA	NA in qual	NA	NA	NA in qual	NA in qual	NA in qual	NA in qual
Own	0%	0%	0%	37%	0%	0%	44%	42%	38%	58%
Rent	0%	0%	0%	49%	0%	0%	44%	49%	54%	33%
Other	0%	0%	0%	14%	0%	0%	12%	9%	8%	9%
Base	0%	0%	0%	100%	0%	0%	100%	100%	100%	100%

*NA=not asked Qual=qualitative

	RUSSIAN	ARABIC	POLISH	AI/AN	NATIVE HAWAIIAN	OPI	BLACK + BI RACIAL + HAITIAN	ASIAN + CAMBODIAN	HISPANIC + MEXICAN	ESH + DIVERSE
Total n=1401	n=23 1.6%	n=22 1.6%	n=17 1.2%	n=136 9.7%	n=20 1.4%	n=19 1.4%	n=225 16.1%	n=375 26.7%	n=298 21.3%	n=266 19%
Household Income										
Less than \$25 000	29%	29%	50%	34%	5%	11%	24%	17%	40%	15%
\$25 000-\$49 999	29%	43%	30%	35%	40%	42%	38%	27%	38%	29%
\$50 000-\$74 999	19%	19%	20%	15%	25%	36%	23%	25%	15%	30%
\$75 000-\$99 999	19%	0%	0%	9%	20%	11%	8%	14%	6%	11%
\$100 000+	4%	9%	0%	7%	10%	0%	7%	17%	1%	15%
Base	100%**	100%**	100%**	100%	100%	100%	100%	100%	100%	100%
CBAMS Mindset										
Leading Edge	35%	22%	0%	29%	15%	37%	22%	2%	13%	28%
Head Nodders	30%	50%	65%	37%	10%	31%	36%	81%	52%	48%
Insulated	9%	14%	0%	13%	0%	0%	12%	0%	14%	7%
Unacquainted	0%	0%	0%	10%	15%	16%	18%	15%	10%	2%
Cynical Fifth	26%	14%	35%	11%	60%	16%	12%	2%	11%	15%
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

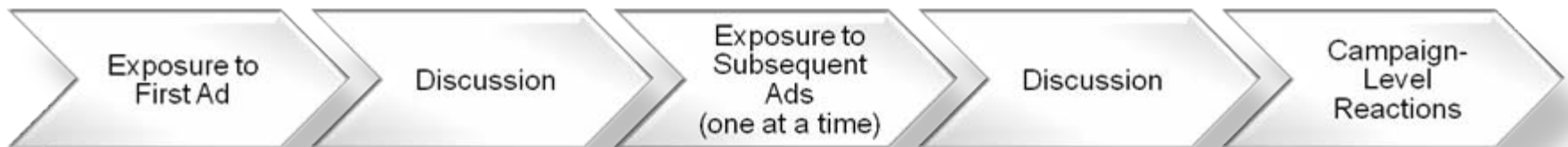
*Complete information unavailable (refused to answer)

* Only 21 Russian respondents, 21 Arabic respondents, 10 Polish respondents

Some of the sessions were “qualitative only.” In this methodology, participants were exposed to the creative executions one at a time and discussed their reactions along the way. Finally, they considered all the material they had been exposed to and discussed their overall campaign level reactions.



Qualitative Only



Other groups utilized the electronic data collection (EDC) method. During the first half of each qualitative/quantitative (quali/quant) session, participants registered their initial reactions via instant response keypads and written exercises. The second half of the session was devoted to qualitative discussion among a representative subset of the original group.



Quantitative



Qualitative



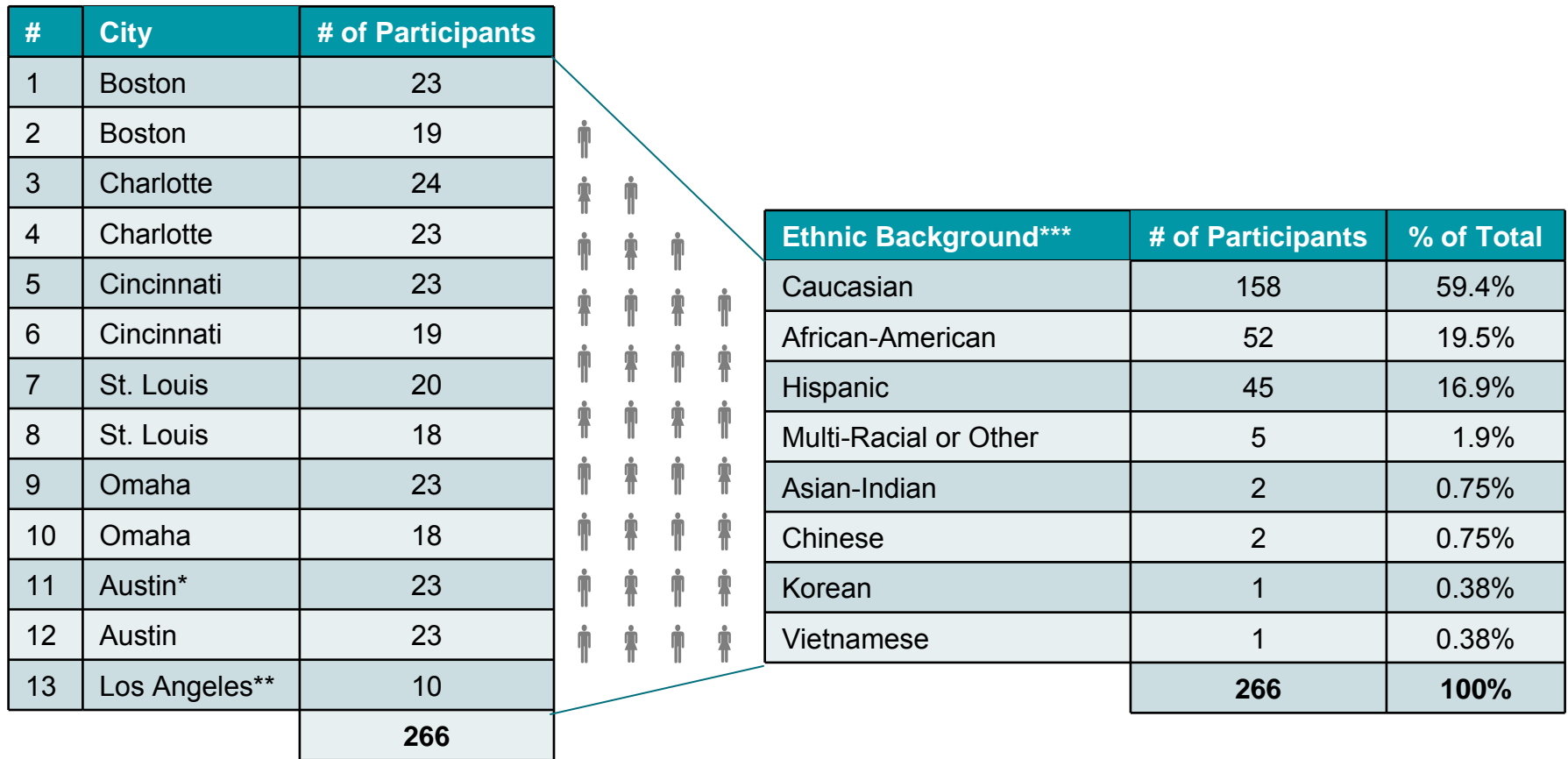
Chapter One: Diverse Mass Audience



This chapter focuses on the “Diverse Mass” market segment which represented a variety of ethnic backgrounds.

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Black African, Black Caribbean, Bi-Racial Black, Haitian
Hispanic	Cuban, Central/South American, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian and Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

Thirteen Diverse Mass sessions were conducted in seven markets with a total of 266 participants. Maya Group’s “quali/quant” methodology was employed across all, except one qualitative-only session of English-speaking Hispanics in Los Angeles.



* One of the sessions in Austin was composed entirely of English-speaking Hispanics.

** A qualitative-only session of English-speaking Hispanics was conducted in Los Angeles; several of their comments are featured in this report.

*** Ethnic background data presented here was compiled from participant recruitment grids and may not exactly reflect electronic data entered by participants during the quali/quant sessions. Differences could be attributable to participants self-identifying with more than one ethnic group, inadvertently entering the wrong number on the keypad, etc.

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights the total number of participants representing each mindset in the Diverse Mass market segment, for which the primary mindsets were Leading Edge, Head Noddors and Cynical Fifth.

Mindsets	Total Diverse Mass Market Sample (n)	% of Total Diverse Mass Market Sample
Leading Edge	73	27.4%
Head Noddors	128	48.1%
Insulated	18	6.8%
Unacquainted	6	2.3%
Cynical Fifth	41	15.4%
	266	100%

TV spots and print concepts from Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases were rotated as follows:

#	City	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
1	Boston	"Forward" (A) TV	"Groundhog" (A) TV	"Floating" (A) TV	"Hero" (M) TV	"Community" (M) TV	"10" (M) Print	"Church" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print
2	Boston	"Frozen" (A) TV	"Beyonce" (A) TV	"Frank" (M) TV + "One Giant Leap" (M) Print	"Maybelle" TV Spots (A + M) + "I Am Marching" (M) Print	"10" (M) Print	"Church" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print	-
3	Charlotte	"Groundhog" (A) TV	"Floating" (A) TV	"Forward" (A) TV	"Community" (M) TV	"10" (M) Print	"Church" (M) Print	"Hero" (M) TV	"It's for You" (N) TV	"Doorway" (N) Print
4	Charlotte	"Beyonce" (A) TV	"Frozen" (A) TV	"Maybelle" TV Spots (A + M) + "I Am Marching" (M) Print	"10" (M) Print	"Church" (M) Print	"Frank" (M) TV + "One Giant Leap" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print	-
5	Cincinnati	"Floating" (A) TV	"Hero" (M) TV	"Forward" (A) TV	"Community" (M) TV	"Groundhog" (A) TV	"10" (M) Print	"Church" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print
6	Cincinnati	"Frank" (M) TV + "One Giant Leap" (M) Print	"Frozen" (A) TV	"Maybelle" TV Spots (A + M) + "I Am Marching" (M) Print	"Beyonce" (A) TV	"10" (M) Print	"Church" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print	-
7	St. Louis	"Hero" (M) TV	"Forward" (A) TV	"Community" (M) TV	"Groundhog" (A) TV	"Floating" (A) TV	"Church" (M) Print	"10" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print
8	St. Louis	"Maybelle" TV Spots (A + M) + "I Am Marching" (M) Print	"Beyonce" (A) TV	"Frank" (M) TV + "One Giant Leap" (M) Print	"Frozen" (A) TV	"Church" (M) Print	"10" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print	-
9	Omaha	"Community" (M) TV	"Groundhog" (A) TV	"Hero" (M) TV	"Floating" (A) TV	"Forward" (A) TV	"Church" (M) Print	"10" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print
10	Omaha	"Frozen" (A) TV	"Frank" (M) TV + "One Giant Leap" (M) Print	"Beyonce" (A) TV	"Maybelle" TV Spots (A + M) + "I Am Marching" (M) Print	"Church" (M) Print	"10" (M) Print	"It's for You" (N) TV	"Doorway" (N) Print	-
11	Austin E-S Hispanics	"Forward" (A) TV	"Hero" (M) TV	"Groundhog" (A) TV	"Community" (M) TV	"Floating" (A) TV	"Church" (M) Print	"10" (M) Print	"Maybelle" (A) TV	"Doorway" (N) Print
12	Austin	"Frank" (M) TV + "One Giant Leap" (M) Print	"Floating" (A) TV	"Community" (M) TV	"Frozen" (A) TV	"Beyonce" (A) TV	"Hero" (M) TV	"It's for You" (N) TV	"Doorway" (N) Print	"Maybelle" (A) TV shown in qual only

Qual-only English-speaking Hispanic participants in Los Angeles were exposed to all of the above, except the "Maybelle", "Beyonce" and "Church" executions.

As a whole, the Diverse Mass audience reacted positively to the campaign during the quantitative session. Participants also found most of the messages convincing and some came away with even more positive feelings about the Census than they had before.

Campaign-Level View	Details
Overall Reaction	Across all 12 Diverse Mass sessions, quantitative results were positive overall. At the campaign level, most participants were engaged with the executions — it captured their attention. They were convinced by the majority of the messages conveyed. Despite the high marks in quant, in the qualitative discussions, several said they would have preferred a campaign that was more straightforward with more details about the Census such as how it works, when it comes, etc. Some thought the campaign could have Barack Obama and/or other respected individuals do a public service announcement and/or the focus could be more on civic duty.
Feelings about Census	The campaign generally shifted results in a positive direction in terms of likelihood to participate in the Census, likelihood to encourage others to participate and feelings of favorability toward the Census — granted, most participants were favorable and interested in participating before they saw the campaign.
Taglines	“We Can’t Move Forward” and “It’s In Our Hands” worked well for the vast majority of participants. For a few, it was not clear who “we” referred to (our community? the government?), so there was a bit of a disconnect for them.
Perceived Message	For Diverse Mass participants, the campaign clearly communicated that Census results can help your community. It got across the idea that everyone can benefit and showed examples where improvements could potentially be made. Most understood that participation in the Census would help determine how funds would be allocated by government. The campaign communicated that people needed to participate to make sure their community gets its fair share of funding and representation. Many took away the message that participation is important and individuals can make a difference.
Learn Anything New	\$3 trillion dollars over 10 years was new information for most. (This was one of the details most frequently recalled by participants during the campaign-level open-ended exercise and qualitative discussion.) Specifics about where funding might be directed because of the Census (education, healthcare, job training, etc.) also represented news. While the campaign provided this and other new information, it frequently raised questions and/or left people wanting to know more. It wasn’t exactly clear <u>how</u> the Census was connected to funding, <u>when</u> the Census would happen or <u>under what circumstances</u> a Census taker might come knocking at the door. Several said they would want to visit a Web site for more details, frequently asked questions (FAQs) and specific examples of how communities benefited (or could have benefited) from previous Census surveys. The Web address should be included in the executions, they said.

In the qualitative discussion, participants identified pros and cons of the TV spots, some of which they felt targeted specific audiences.

Specific Ads	What's Working Well + Why	What's Not Working Well + Why
Forward TV (A)	Catchy music and graphics grabbed attention. Tagline was strongly reinforced. Everyone counts and you can make a difference.	Those who didn't like rap didn't much like the ad. Felt targeted to a younger audience. Not as informative as the others in the campaign. Hammer (distracting for a few).
Groundhog Day TV (A)	Communicated a message of change, rebuilding and a new outlook. Showed specific ways funding could be used.	A few were confused or bored. Ad implied results to the community would be dramatic and/or instantaneous and that seemed unrealistic to some.
Floating TV (A)	Nice, pleasant ad. Communicated importance, everyone counts and how funding can be allocated.	Some couldn't relate to the "perfect" town shown.
Frozen TV (A)	This ad matched the "We Can't Move Forward" theme well. The connection between the Census and progress was largely understood.	A few didn't buy the idea that things won't move forward without their participation.
Beyonce TV (A)	Most saw Beyonce as a positive role model and talented artist. Her music and celebrity status captured people's attention.	Plot confused some. Several focused on what they saw as gratuitous use of Beyonce's "butt" and an over-the-top video scene. Didn't resonate with older participants.
Maybelle TV Spots (A+M)	Miss Maybelle was seen as a positive authority figure and role model. People liked her. The Maybelle (A) spot did much better when it was exposed alone.	Implied tie-in with Civil Rights movement (and march) bothered quite a few. Several thought these ads were saturated with emotion and trying too hard.
Frank TV (M)	People liked the sense of humor, multi-cultural diversity and specific examples how funding could be allocated.	"Exchange student with the mullet" (seen as demeaning) and "hero juice" (an over-exaggeration).
Community TV (M)	Visually showed examples of how funding could be allocated. Some parents could relate.	The little girl drawing the perfect town and showing the father with a Census form was unbelievable for a few.
Hero TV (M)	The grandfather/granddaughter relationship worked well. A few enjoyed the storyline and sentimentality.	Clearly targeting a Hispanic and/or more rural audience, so some felt excluded. Overly sentimental for some.
It's For You TV (N)	Many liked this ad because characters shown individually and in doorway at the end are diverse (ages, races, ability/disability, etc.).	Plot was confusing for a few, at least at first. Some were apprehensive about people coming to the door.

On the whole, the print executions made sense and communicated why people should participate in the Census. Generally, participants wanted access to more information.

Specific executions	What's Working Well + Why	What's Not Working Well + Why
I Am Marching Print (M)	The image of Miss Maybelle was seen as striking. She was viewed a positive authority figure and role model. People liked the idea of the Census being a "powerful tool." (Note: This execution was always shown with both Maybelle TV spots.)	The implied tie-in with the Civil Rights movement (march) didn't work for quite a few. Several thought these executions were "over the top" with emotion and trying too hard to tug at the heart strings.
One Giant Leap Print (M)	People generally liked this execution. It seemed patriotic to some (fireworks) and showed diversity in the crowd (ethnic, occupational and presumably the ways in which the Census could help). Many liked the \$300 billion a year (vs. \$3 trillion over 10 years) because it felt more immediate. (Note: This execution was always shown with Frank TV spot.)	Some minor distraction by activity in the execution, such as the Illegal cheerleading move.
10 Print (M)	Message for participants was very clear and to the point. Not much confusion here. Some said the American flag was a positive symbol.	Several wished to see more diversity, showing more kids from multiple races. Not all were sure what the black-and-white school building in the background was communicating.
Church Print (M)	The message that it takes many voices played relatively well. Some felt and could relate to the sense of community in the gathering of people.	This execution suffered because of the church building and possibly because of the execution (type in red bars, black-and-white image). Some said separation of church and state was important and this execution crossed the line. Others felt the execution was excluding non-Christians.
Doorway Print (N)	10 simple answers and getting your community's fair share of 3 trillion dollars played well, as did the specific examples (schools, healthcare, etc.).	The "hero" line didn't ring true for many. They said filling out your Census is a civic duty, not a heroic act. The Census taker with the host of people in the background reminded some of recent Verizon campaign . (Again, a few were apprehensive about people coming to the door.)

In the campaign, some found elements of patriotism or change that engendered a sense of pride and/or hope. This campaign caused many to reflect on the American experience — from Civil Rights to cultural diversity to the election of President Obama.

- Clearly, the **Diverse Mass** market represents many different cultural backgrounds and ethnic experiences. But in some ways, it could be thought of as **a culture unto itself** — a uniquely American culture that is generally proud of its progress, hopeful about the country’s new leadership and appreciative (or at least accepting) of the huge “melting pot” we live in.
 - Evidence of this culture could be witnessed first-hand during the qualitative portion of the 2010 Census copy testing study. Diverse Mass participants generally seemed comfortable voicing opinions that were specific to their ages, races, genders, experiences, beliefs, etc. in an open and constructive dialogue. People were relating to each other on multiple levels — as parents or non-parents, as women or men, as older people or younger people — but mostly, as Americans.
 - In addition to viewing the campaign, the very act of having such a discussion seemed to make many Diverse Mass participants even more interested in the 2010 Census and how it might affect them and their communities. It’s a more interactive world out there and participants of this study seemed to relish listening, interacting and learning more from one another on this topic.
- Several participants commented on seeing in the campaign **elements that were particularly indicative of the U.S.** Some of these elements (flags, fireworks, people of diverse backgrounds) worked well for a majority of participants. But the allusion to the classically American Civil Rights march met with mixed reactions. Sometimes people felt some of the executions were “trying too hard” to reach a particular audience.
 - Participants noticed the multi-cultural mix of people reflected in “Frank,” “Doorway” and “It’s For You.” Fireworks, people coming together and showing multi-cultural people in a group seemed to shout American patriotism to some — in a good way. In the “10” print execution, several said they wished they could see more children and more races represented than just the two apparently bi-racial kids shown.
 - The “Forward” TV spot reminded several of the Obama campaign in terms of the graphic style, message of change/impact and color scheme (red, white and blue). Several mentioned they felt we live in different times now that President Obama is in office. Some saw this execution as being strongly targeted toward younger people.
 - The “Maybelle” TV spots and “I Am Marching” print execution were evocative of the Civil Rights movement. While this brought out positive emotions in some (especially those who were older and had lived through it), others (including some African Americans) felt the executions were overly dramatic and pandering unnecessarily to an African-American audience. “Hero” seemed to be targeting Hispanics or people living in more rural areas.

Being skeptical and hungry for more details also characterized this Diverse Mass audience. Participants wanted more information about how the Census works and more proof that the Census (or the government) could deliver as the campaign implied.

- Overall, there was a **feeling of skepticism** about whether the government could deliver on the glowing promises presented in the executions (ideally improved cities and towns). People who had filled out their Census forms for the past several decades couldn't recall ever seeing improvements in their communities that were linked to the Census. A few thought the executions were misleading — they didn't believe funding would be allocated in any way other than through Congressional representation.

"I'd like to see them be a little more honest. It's not directly determining where your money goes. It's determining your representation. And your representatives are going to be the ones that are trying to funnel all the money." — Diverse Mass Charlotte

- There was a consistent **desire for more information** across Diverse Mass market participants. In today's world of 24/7 news and information at their fingertips, this audience expects instant gratification. If they couldn't have more detail in the executions, they wanted to see a Web site address, so they could go and learn more about the Census.

"They should be more specific on how the community will be run, what the money will be for, telling the community real-life examples of what the Census has done. Talk is cheap. Give more realistic facts of what it has proven." — Diverse Mass Boston

"Please give more information. It was good, but I still want more information about the Census." — Diverse Mass Charlotte

"I want a Web site with good FAQs [frequently asked questions]." — Diverse Mass Austin

- A few expressed interest in a **more straightforward approach**. There was some concern about how much these "fluffy" executions cost (particularly against the backdrop of the current economic crisis) and whether a more factual approach featuring respected individuals would be better. Some said consideration should be given to using "real people" (the Obamas, former presidents, the pilot who landed on the Hudson, Tiger Woods, a real teacher, etc.).

"You're wasting money on ads that are just fluff, which most of them are, in my opinion. I'm sorry, but they're just fluff. They have no facts in them. Why don't they just release the story to the news media? They will do it for free." — Diverse Mass Omaha

"Considering the election we just had and the political movement, people are willing to listen to bright, intelligent people. Like the pilot on the Hudson River. It would have impact knowing that the Census is important to Obama. Or his wife, maybe." — Diverse Mass Austin

"Obama could promote the Census. I'm sure he could talk about this for 10 seconds. I think Obama's support would help the Census turnout." — Diverse Mass St. Louis

"If you got the past presidents together, they cover the political spectrum. Have them all say something about how important it is. That would be impactful." — Diverse Mass Austin

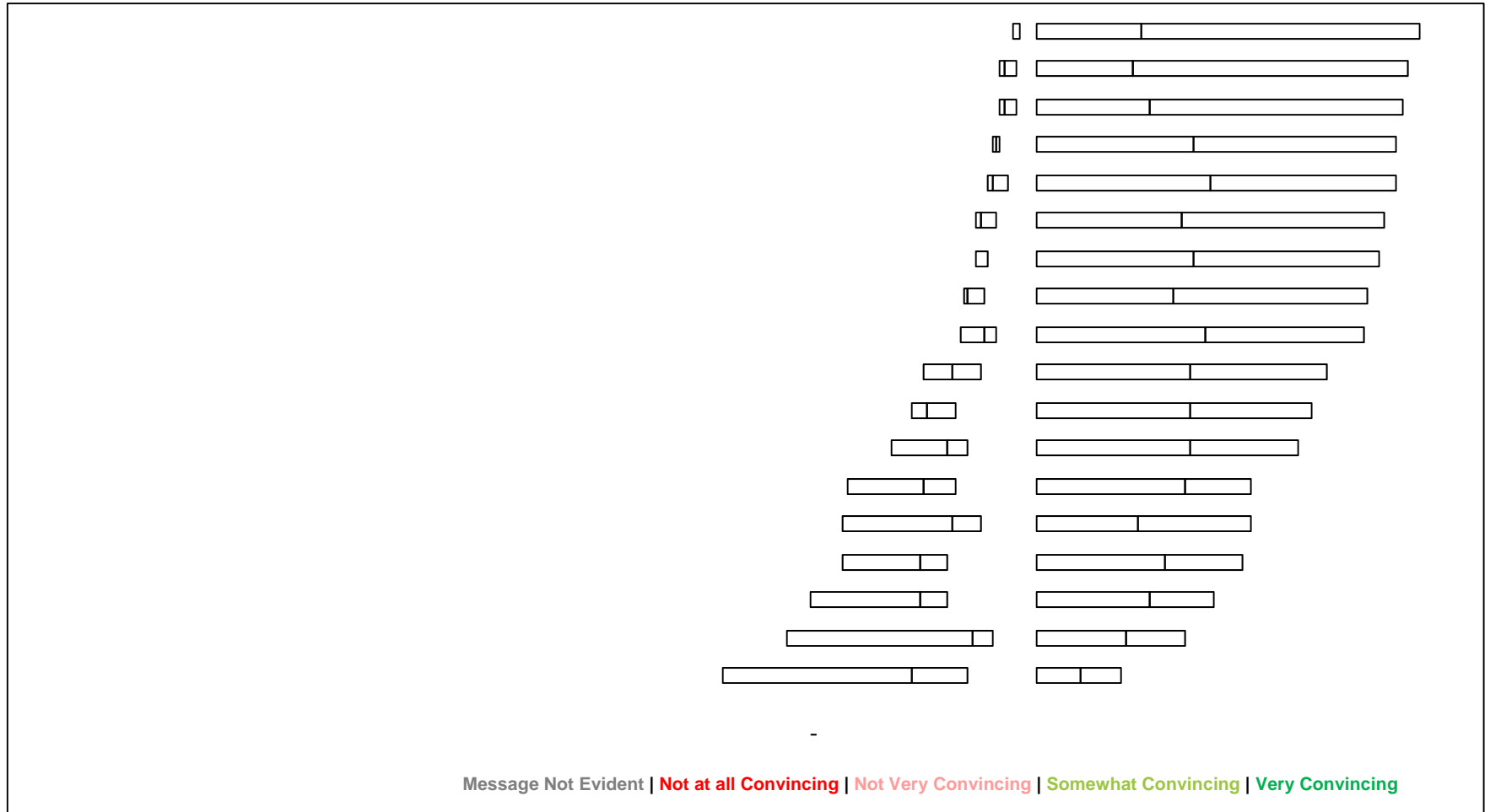
Overall, the campaign captured attention and communicated a variety of positive messages. People found something to like — and dislike — in any given execution.

- For the most part, the executions **captured attention** and left viewers with a **good feeling** about the Census.
- Typically, more women than men were inspired to **encourage** others to participate after viewing any given execution.
- **Relevance** (whether the campaign had to do with them and their needs) and **resonance** (whether the campaign was talking to them) tended to vary by execution and by sub-segment (age, gender, income level, etc.). Participants were able to find positives and negatives in every execution.
- **Key campaign messages** that participants identified included:
 - The Census provides help for the community/city/town and benefits everyone with specific improvements.
 - The Census determines allocation of funding, fair share, helps the government know where to provide services.
 - The Census is important, makes a difference, change can happen.
 - The Census affects how \$3 trillion over 10 years is spent (\$300 billion every year, a lot of money).
- Preferences about **key phrases** were relatively consistent:
 - People generally preferred \$300 million every year vs. \$3 trillion over 10 years, because it felt more immediate. Both figures were so large, some felt the actual numbers didn't mean much.
 - Equating people who fill out their Census forms with “heroes” was not working (“Frank” and “Doorway”).
 - “10 simple questions” was viewed as a good line. Many were surprised that the Census form was that short. Some were familiar with the long form and/or recalled other census events. While “10 minutes” was a nice complement to 10 questions, a few thought filling out something as important as the Census should take more than 10 minutes. Others thought that seemed too long.
- While the facts contained in the key phrases above usually represented **new learning**, more could be done to educate people about how the Census works — for instance, why you should mail back your form, when people might come to the door, how exactly the Census ties into allocation of funding.

“Is it all door to door? Do they mail you? I didn't catch that.” — Diverse Mass Omaha

After being exposed to the campaign, participants were asked to indicate how convincing they thought the campaign was on the following series of messages.

Campaign Diagnostic Measures | Diverse Mass n=256



Likelihood to participate, likelihood to recommend participation and favorability toward the Census generally shifted in a positive direction after exposure to the campaign.

- **Likelihood to participate in the Census** was high to begin with among the Diverse Mass audience, with 92% of participants indicating they were willing. This figure shifted slightly in the positive direction to 96% after exposure to the campaign.
- **Likelihood to recommend participating** to friends and family members also shifted slightly to the positive after exposure to the campaign from 77% of participants before to 86% after.
 - More women than men and more older people over age 55 than those under age 35 indicated they were likely to make positive recommendations to family and friends (both in the pre- and post-exposure measures).
- **General feelings about the Census** shifted significantly in a positive direction from 72% of participants to 85%.
 - In both pre- and post- cases, positive feelings toward the Census increased with age range (i.e., more people over age 55 than under age 35 had positive feelings about the Census).

Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.

Pre- and Post-Exposure Measures of Feelings Toward Census | Diverse Mass n=256



On the creative side, showing diversity (ethnic, gender, age, ability/disability) was appreciated by many. On the content side, people wanted more information about operations — mail-in forms vs. census takers, how exactly money is allocated, etc.

- This research indicates that many in the Diverse Mass audience are **embracing diversity**. This market segment as a whole was generally attracted to executions spotlighting a range of ages, ethnic backgrounds, occupations, ability/disability, genders, etc.
 - Executions that participants thought were clearly aimed at a specific audience — whether that was young people or African Americans or Hispanics — didn't play as well as across the entire Diverse Mass audience as the executions that showed diversity. If you need to target a specific audience, be mindful of stereotyping (or “trying too hard” to engage that specific audience) and consider targeted media placement, so the bulk of viewers will feel the execution is aimed at them.
- You may be able to counteract some of the Diverse Mass's skepticism by providing **more detailed information** — at least on the Census.gov Web site and including that URL on all executions.
 - People want to understand the process better. Granted, executions for the different phases (Awareness, Motivation and Non-Response Follow-Up) would presumably be exposed at different times of the year, which will make the messaging more focused and easy to digest than it was in this study. However, because people are put off by the idea of the census taker coming to door, that might be used as a motivational tool to encourage people to mail in their forms sooner rather than later.
 - Facts and figures like “10 questions” and “\$3 trillion over 10 years” are appreciated, but people want to understand exactly what the 10 questions are, where the \$3 trillion comes from, how the government goes about allocating it and how the Census data is used.
 - Both the “\$3 trillion over 10 years” and “\$300 million every year” phrases worked reasonably well. “\$300 million every year” seemed more immediate and tangible to many, so if you have to pick one, that would be it for Diverse Mass.
 - If there are any examples of how Census data has benefited communities in the past, people would love to see that, as well (even if it's how foundations, grant-awarding institutions, industries or businesses use the data).
 - As part of your digital Census initiatives, it may be worth exploring placement of video on You Tube, e-mailing informative video clips from whitehouse.gov, using Facebook and/or MySpace, etc.
 - If it's not already included in the communications plan, you might consider inserting some executions with more of a straightforward, PSA (public service announcement) approach featuring President Obama and/or other real people.
 - The very act of having the qualitative discussion about the Census made people interested in the topic. You might think about encouraging volunteers to host community meetings to educate and engage people in the neighborhood (a tactic used by the Obama Biden Transition Project for health care and other topics).

The TV spot titled “Forward” captured attention with its rap music and bold graphics — it was particularly alluring for the younger segments and women.

- The vast majority of participants (89%), indicated this execution **captured their attention**, making this among the best attention-getting executions of those exposed. The “catchy” music and graphics were given most of the credit.

- “Forward” **captured attention** better among younger participants than older. There was a significant difference between the younger people under age 35 (97%) vs. the middle age segment 35-54 (89%, which is still a high number of participants).

“It’s not going to hit everyone, but it caught my attention, mostly because of the music.” — Diverse Mass Omaha

“That one got my attention, me being the younger generation.” — Diverse Mass Austin (English-Speaking Hispanic)

“The song is catchy.” — Diverse Mass Charlotte

- Those who didn’t like rap music didn’t much like the execution, even if it caught their attention. Some believed in addition to targeting younger people, it was obviously focused on reaching an African-American audience. A few thought it was “trying too hard.”

“It made me think it’s trying to reach more younger people.” — Diverse Mass Cincinnati

“My kids would listen to that.” — Diverse Mass Boston

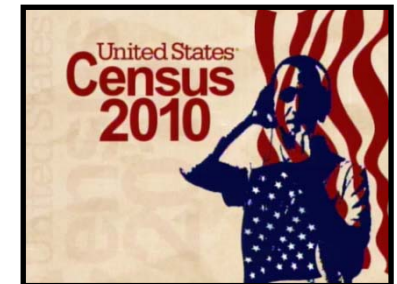
“I didn’t like the rap. I thought it was trying too hard to target that audience. I’m too old for that.” — Diverse Mass Austin (English-Speaking Hispanic)

“A lot of these ads are targeting a specific ethnic group. The rap is more for African Americans.” — Diverse Mass St. Louis

- The execution reminded some of the Obama campaign.

“It was like the Obama presidential campaign, but that didn’t bother me. I enjoyed the music.” — Diverse Mass St. Louis

- With significance, “Forward” was received more favorably by women than men — 83% indicated they **liked it**, compared to just 59% of men. In addition to **capturing attention** better among women than men (93% vs. 85%), the execution made far more women feel the execution was **talking to them** (72% vs. 45%) and left them with a **good feeling** about the Census (76% vs. 58%). Women also felt more like encouraging others to fill out the Census form than men did (73% vs. 54%) after seeing this execution.



“Forward” was not seen as being as informative as most of the other executions, but it still had a clear message. While most participants liked the idea of the Census being a “tool” with “impact,” a few were slightly put off by the image of the hammer.

- Participants didn’t think this execution was as informative as the majority of the other executions they were exposed to — most of them (75%) indicated they didn’t think the execution was **telling them something new**.

“It didn’t have lots of information.” — Diverse Mass Austin (English-Speaking Hispanic)

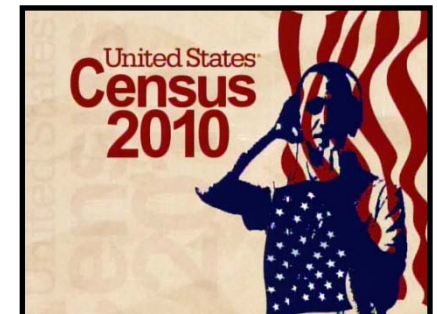
- However, roughly the same proportion (76%) felt the execution was still **relevant** for them and the vast majority (87%) felt there was nothing **confusing** or hard to understand. A similar proportion (88%) didn’t see anything that was **hard to believe**.
- The **key messages** participants took away from this execution were that everyone counts, the Census is important/necessary and it’s used to benefit the community.
- Participants felt the tagline “We Can’t Move Forward ...” was strongly reinforced because it was repeated multiple times throughout the song.
- While the idea of the Census being a “tool” with “impact” was generally positive, the image of the hammer coming down was distracting for a few. At least one thought of it as something that can hurt you. Another was reminded of the Soviet flag with its hammer, star and sickle. (The hammer scene in “Forward” also features a few stars in the background.)

“I like the word ‘impact.’” — Diverse Mass Boston

“I like that it says there will be an impact. You don’t know what it will be, but there will be an impact.” — Diverse Mass Cincinnati

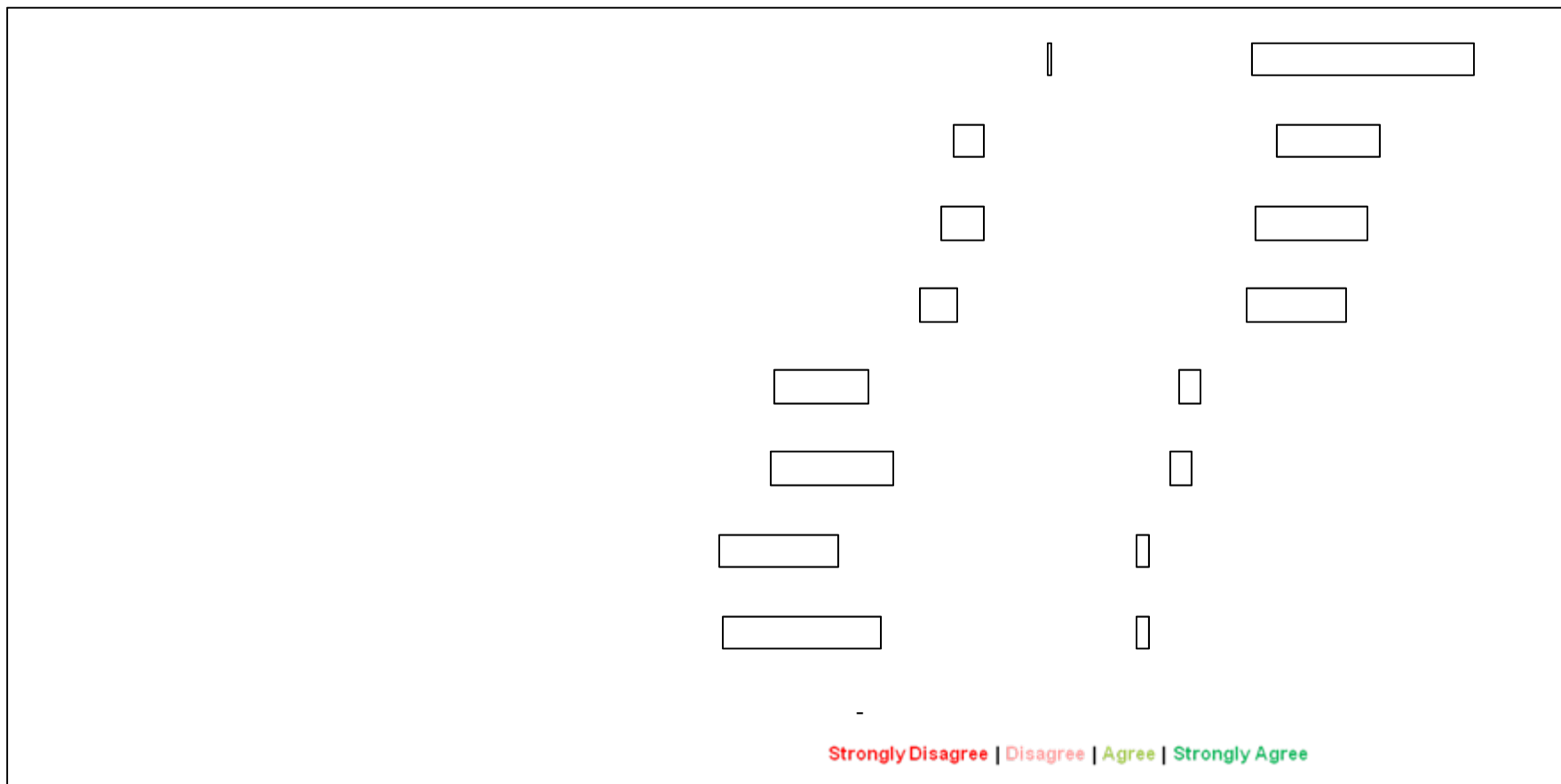
“I didn’t like the hammer.” — Diverse Mass Cincinnati (making a wincing gesture)

“I think of the hammer and star — all they needed in the ad was a sickle.” — Diverse Mass Omaha



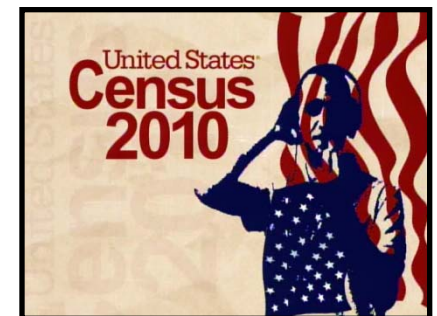
Diagnostic measures for “Forward” were as follows:

Diagnostic Measures for “Forward” | Diverse Mass n=136



To increase the impact of “Forward,” make sure it’s hitting the audience that likes it best (younger, female) and direct them to more information.

- Given that this execution performed best among the younger participants and women, you may want to target those segments more strongly in your media buy.
- Because this execution is short and sweet on information, direct people to a Web site where they can get more details, perhaps giving them a compelling reason to go there or some kind of call to action. You might consider letting people know when the Census is happening, how old you have to be to participate and how you define a “household.”
- If there is any way to soften the blow of the hammer image, that might be appreciated by a few. Perhaps there are other tools that can deliver “impact” or other ways to show the hammer.
- Consider tying this execution to digital Census initiatives and other Web 2.0 venues (MySpace, Facebook, etc.) to reach the younger audiences.



Many participants thought “Groundhog Day” presented a hopeful message of change. While some found the repetition “clever,” others thought it was confusing or boring. This TV spot tended to work better for women than men on multiple levels.

- “Groundhog Day” was among the top performers in several categories. It strongly communicated **key messages** of change, rebuilding, new outlook and hope. It also showed specific ways funding could be allocated.
 - The vast majority of participants (85%) indicated the execution left them with a **good feeling** about the Census — this included more women than men (89% vs. 80%).
 - About three-quarters (74%) felt the execution made them want to **encourage others to participate** (85% of women vs. 62% of men).

“It says if we do nothing, nothing will change.” — Diverse Mass Charlotte

“It’s clever. It’s showing change.” — Diverse Mass St. Louis

“It does give you some kind of hope.” — Diverse Mass Boston

- A solid majority (78%) indicated the execution **captured their attention** (83% of women vs. 72% of men).
- While the repetition generated intrigue for some, others found it confusing. (This execution was somewhat more confusing than the vast majority of other executions shown.)
 - About one-fourth of participants (26%) indicated there was something **confusing or hard to understand** in “Groundhog Day.” Several said it took a while for them to comprehend what was going on in the execution, but they got the message at the end.

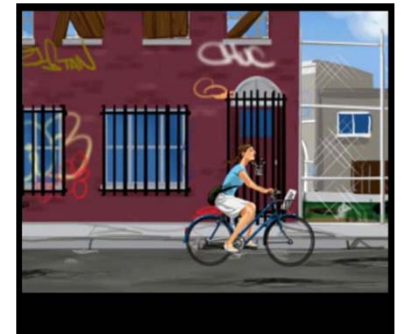
“I liked the déjà vu ad. It took a while, but then I understood it, so I think repetition was used in a positive way.” — Diverse Mass Austin (English-Speaking Hispanic)

“I didn’t get it until she went back and everything was renovated after she mailed back her form.” — Diverse Mass Boston

“I got the message at the end.” — Diverse Mass St. Louis

- A few said they found the repetition boring. Granted, the nature of the animatic and long voiceover explanation of the storyline could have been part of this problem.

“It’s repetitive, like a run-on sentence. Boring.” — Diverse Mass Cincinnati



A few found the basic premise of “Groundhog Day” unrealistic — that such dramatic change would happen because of the Census. Several thought it was spotlighting low-income or “bad” urban neighborhoods, which not all could necessarily relate to.

- Because “Groundhog Day” implied dramatic change to a community, some found it unrealistic. More than one-third (35%) indicated there was **something hard to believe** in the execution, ranking it among the most unbelievable executions exposed. Considerably more men (42%) than women (28%) felt this way.

“You fill out this form and 10 years from now, oh this beautiful community is here. How did that happen?” — Diverse Mass Cincinnati

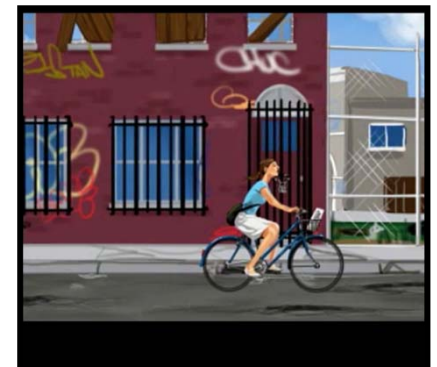
“It’s a little bit unrealistic ... like a fairytale.” — Diverse Mass Boston

- The execution resonated and was relatable to a majority.
 - Nearly two-thirds (63%) of the audience felt the execution was **talking to them**.
 - While a strong majority (85%) felt “Groundhog Day” had **something to do with them and their needs**, there was a gender split once again with far more women (93%) than men (75%) feeling the execution was relevant for them.
 - Several perceived the spot was targeting people living in the city or low-income, “bad” neighborhoods and not necessarily them.

“This ad says the money’s going to go to low-income neighborhoods.” — Diverse Mass Omaha

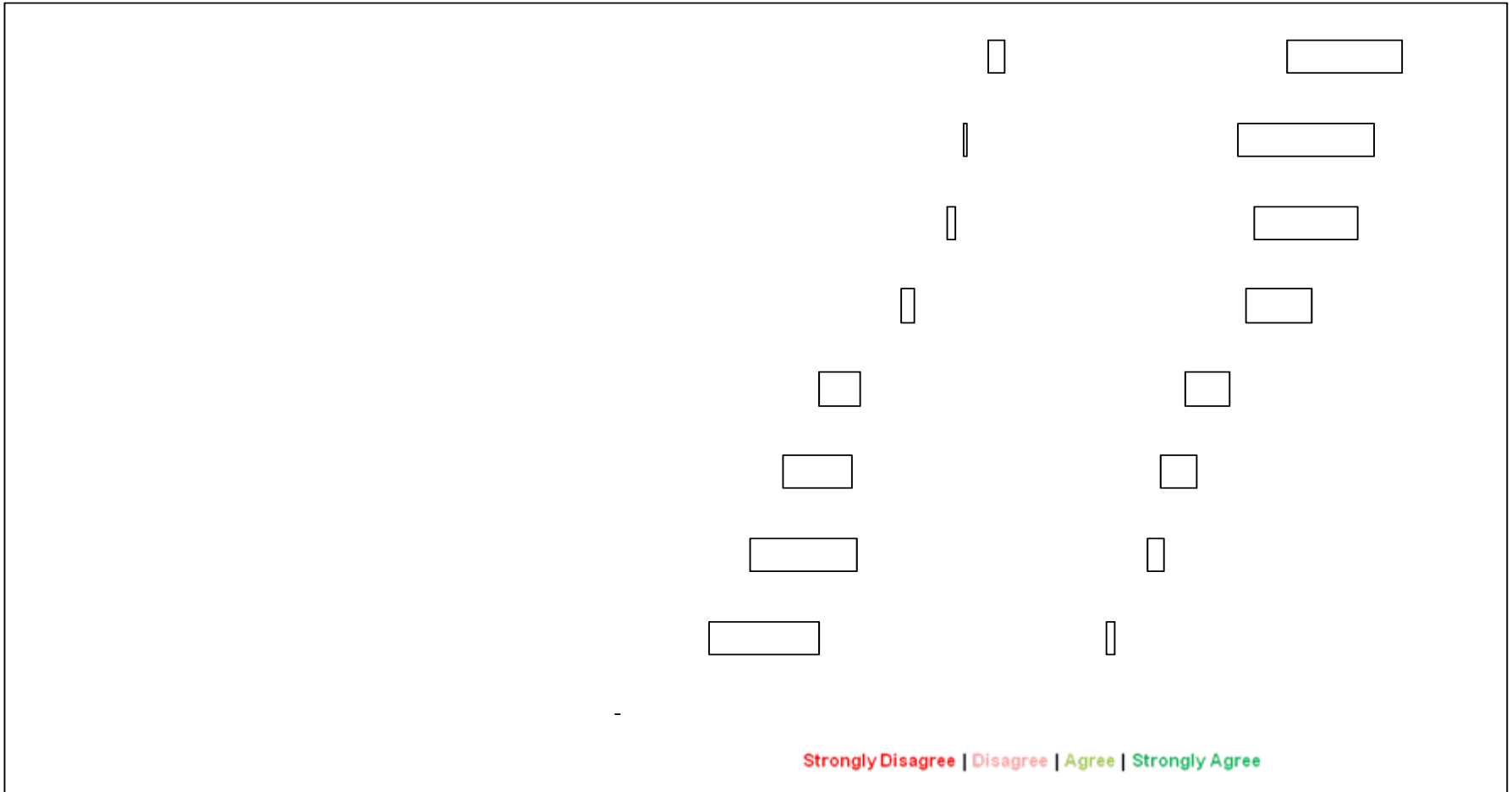
“That one actually showed a correlation between a bad neighborhood and getting better. It turned me off at first — the neighborhood with bars, corruption and crime. It’s targeting a city. That’s where the money would go. It might turn off other people that it wouldn’t affect.” — Diverse St. Louis

- Perhaps because of the urban theme, more renters than home owners (86% vs. 68%) indicated they felt inclined to **encourage others to participate** in the Census after seeing this execution.
- Less than half of participants (43%) believed the execution was telling them something new.



Diagnostic measures for “Groundhog Day” were as follows:

Diagnostic Measures for “Groundhog Day” | Diverse Mass n=136



If “Groundhog Day” goes into production, execution will be key. Issues with confusion and believability should be addressed.

- If you choose to move ahead with “Groundhog Day,” its ultimate success will likely depend on execution, particularly the pacing and the strength of the repetitive sound effects. In the animatic execution, the repetition was relatively effective in communicating “same old, same old,” but the actual soundtrack will be critical for keeping people’s attention and turning any confusion into intrigue. It’s difficult to say how well this execution will work without the voiceover explaining the plot along the way.
- Consider ways to help make the execution more believable. Even mentioning the Web address at the end with an invitation to “stop by the Census.gov Web site to learn more about how the Census can help your community” might do much to increase credibility. Or maybe there are other messages the final voiceover can communicate to make the neighborhood’s dramatic transformation over time seem more realistic to viewers.
- The execution is a bit more attractive to women than men, at least at this point. If you’d like to appeal more equitably to both audiences, perhaps some alternative versions could be explored (e.g., consider showing a man and woman riding a moped together or a man riding a motorcycle).
- Because of the graffiti and bars on windows (and several hints from the voiceover), the execution seemed urban to participants. If you are looking to target people in urban areas, media placement may be an important consideration (e.g., take advantage of channels and/or TV shows skewed more toward city dwellers than suburbanites, consider pre-show placement in urban movie theatres, etc.).
 - If your intention is to appeal to a more suburban or rural audience, some adjustments to the scenery could probably be made accordingly and the same story could be told.
- For this execution, we recommend additional testing at a more finished stage to ensure the issues with confusion and believability have been addressed before the execution goes live.



“Floating” TV was among the most informative of the executions, according to participants. It scored well in terms of making people want to encourage others to take part in the Census.

- More than three-quarters of participants (77%) felt “Floating” **captured their attention**. Many thought it had a “nice,” “pleasant” feeling to it.
 - This execution was particularly strong in catching the notice of those over age 55 (88%), significantly better than it performed with people age 35-54 (72%).
 - Key messages** included the Census is important, everyone counts and the Census helps determine how funding is allocated.
 - For better or for worse, the floating paper reminded several of the movie *Forrest Gump*, which features a floating feather in its opening scene.

“I like the floating paper one. One, because it reminded me of Forrest Gump, but it was just a nice ad. There was nothing negative about it. It was a picture of your ideal community, and it was just kind of pleasant to watch.” — Diverse Mass Omaha

“Reminded me of Forrest Gump. I didn’t like it.” — Diverse Mass St. Louis

- Participants indicated this was **among the most informative executions**, with half of the audience learning something new. More people under age 35 (65%) and more renters (62%) felt newly informed than their counterparts did.

“If I recall correctly, there was a lot of information in it.” — Diverse Mass Omaha

- Most in the audience (73%) said they felt motivated to **encourage others to participate in the Census**. This included more women (83%) than men (62%).
- In the end, the vast majority (82%) were left with a **good feeling** about the Census. This included significantly more women (90%) than men (72%) and significantly more young people under age 35 (91%) than people age 35-54 (77%).
- This execution scored significantly better on overall appeal for people under age 35, with all (100%) indicating they **liked the execution** versus slightly more than half (58%) of people in the 35-54 age bracket.



Some found the scenario presented in “Floating” hard to believe or hard to relate to. The execution tended to skew more favorably toward women than men.

- While many thought the execution was **talking to them** (67%), some couldn’t relate to the scenario as well as others. For several, it didn’t look much like their own city environment. More men than women were inclined to think the execution wasn’t speaking to their needs. Others found the “perfect town” storyline hard to believe.

- With its traditional square, the town came across as more suburban than urban, so a few city dwellers found it hard to relate to.

“When I think of where I live, I think of city and streets. I didn’t totally relate to it.” — Diverse Mass St. Louis

- More men (25%) than women (13%) felt that “Floating” had **nothing to do with them** or their needs. Even though the voiceover was male, perhaps the visuals and music contributed to a softer, more feminine tone (woman on the park bench, children/girl learning under the trees, people stretching in the park, kitten being rescued).
- About one-quarter of participants (27%) found something in the execution that was **hard to believe**. They said the utopian town seemed unachievable.

“I thought it was B.S.” — Diverse Mass Charlotte

“It was like Pollyanna — the whole idea of utopia.” — Diverse Mass Boston

- A few said they thought the plot of “Floating” wasn’t very exciting.

“It was boring.” — Diverse Mass Charlotte

- There was a bit of a gender gap on clarity. Of the small minority (13%) who thought the execution contained something that was **confusing** or hard to understand, more men than women were perplexed (18% vs. 8%).



Diagnostic measures for “Floating” were as follows:

Diagnostic Measures for “Floating” | Diverse Mass n=159



Final execution and media placement of “Floating” could have an impact on how effectively you reach your target audience.

- Many participants liked this execution for its nice, pleasant storyline. You may want to keep in mind that the peaceful tone and visuals struck some as “boring,” although that could perhaps be regulated in the final execution with the voiceover talent, pacing/editing, music and/or sound effects.
- For Diverse Mass participants, this execution worked better among women than men, so if that was your intended audience, you have hit the mark and can place it accordingly.
 - If you feel you want to boost the appeal to men, adjustments could potentially be made to give the execution a more masculine focus (show more men and fewer women, use voiceover talent that speaks more to men, show other ways funding can be allocated like construction, etc.).
- As presented, the “perfect” town struck people as more suburban than urban (despite the buses), so some city dwellers were not relating to it strongly. If this is troubling to you, minor adjustments could turn the perfect town into more of an urban/suburban hybrid (perhaps showing some skyscrapers, including more urban street noise, etc.).



The “Frozen” TV spot performed very well across multiple diagnostic measures. It was among the most successful of the executions exposed to the Diverse Mass audience.

- “Frozen” was liked by many. It was among the top performing executions on several measures — generating favorable feelings toward the Census, resonance, relevance, clarity and making people want to encourage others to participate. People were engaged by its “dramatic” tone and “creative” plot.

“I liked the frozen one. It was more dramatic.” — Diverse Mass Charlotte

“It portrayed all walks of life, but not in a stereotypical manner. It definitely was creative.” — Diverse Mass Omaha

- The vast majority (85%) felt “Frozen” **caught their attention**.
- A similar proportion (87%) thought the execution left them with a **good feeling** about the Census and felt it was **relevant for them and their needs**.
- More than two-thirds of participants (69%) felt the execution was **talking to them**.
- Nearly three-quarters (74%) were motivated to **encourage others to participate**.
- The execution was not **confusing** or hard to understand, according to nearly all (91%) in the Diverse Mass audience.
- Participants saw the direct benefit of filling out and mailing in the Census form. The mailbox signified privacy for some.

“I see from that it has a direct benefit.” — Diverse Mass Austin

“I felt that the frozen one was more about cause and effect.” — Diverse Mass Charlotte

“The mailbox means his privacy is secure.” — Diverse Mass Boston

- This execution mirrored the “We Can’t Move Forward” theme well. The connection between the Census and progress was largely understood.

“It reinforces that nothing can go forward if it doesn’t come back. Overall, it gave a great metaphor

how it needs to be filled out.” — Diverse Mass Boston

- **Key messages** included the Census causes results or has consequences and it’s used to benefit the community with health care, schools, infrastructure, etc.



Some felt they learned something new from “Frozen,” although several found it hard to believe everything would stop in its tracks if you didn’t fill out your Census form.

- Some (40%) indicated they **learned something new** from this execution. This was true of more in the younger audiences under age 35 (50%) and age 35-54 (39%) than those over age 55 (only 8%).
- A minority (20%) found the execution **hard to believe**. Some didn’t buy the idea that things wouldn’t move forward without their participation.

*“Kind of find that one hard to believe, like everything is going to stop if you don’t fill out your Census form. Especially like with the cement.”
— Diverse Mass Austin*

“I didn’t like the misleading information, like if they don’t fill the Census out, money will stop being spent.” — Diverse Mass Charlotte

“I don’t believe that if the Census doesn’t get done, things will stop.” — Diverse Mass Cincinnati

- A few thought the execution was on the “boring” side.

“I got the message real well, but I think a lot of people it wouldn’t catch everybody’s eyes. It’s boring.” — Diverse Mass Cincinnati



Diagnostic measures for “Frozen” were as follows:

Diagnostic Measures for “Frozen” | Diverse Mass n=120



Because “Frozen” works well for most Diverse Mass participants on several levels, it should be included among others contenders for final production.

- Frozen was liked for its creative plot. It generated intrigue by contrasting the frozen world with the man walking briskly to the mailbox. The Census Bureau and Draftfcb should certainly consider moving forward with this execution for the Diverse Mass audience.
- The ultimate success of “Frozen” will, of course, depend on execution (good pacing, music, sound effects, etc.) to capture attention. (Viewers won’t have the benefit of the voiceover to tell them what’s going on at the beginning.)



The “Beyonce” TV spot captured attention, but fell short on several measures including resonance, relevance and clarity. Some felt it was targeting a younger audience.

- Thanks to Beyonce’s music and celebrity status, this execution **captured attention** for the vast majority of participants (84%). Many saw Beyonce as a positive role model, talented artist and/or philanthropic person who gives back to the community.

“She’s a good spokesperson because she has a very reputable reputation. She does a lot for the community.” — Diverse Mass Charlotte

- About two thirds (66%) indicated that the execution left them with a **good feeling about the Census**. The execution communicated several positive ways the Census could help communities (e.g., elderly care, education, job training, day care).
- The **key messages participants identified** in this execution included everyone counts, everyone needs to do the Census, it’s important, necessary, makes a difference and the Census determines how funding is allocated/get your fair share.
- On the flipside, this execution was among the least successful performers in terms of universal relevance, resonance and clarity.
 - There were some (29%) who felt the execution had **nothing to do with them** or their needs. Some of the older participants said they didn’t think the campaign was geared for them.

“It just seemed more geared toward younger people.” — Diverse Mass Cincinnati

- Although the execution seemed youth-oriented to some, more than half (53%) — including the younger segments — felt the execution was **not talking to them**. More than three-quarters (77%) of participants over age 55 who saw this execution didn’t feel it resonated.
- More than one-fourth of participants (27%) thought the plot was **confusing**. Beyonce snaps herself into a fantasy video shoot based on the premise that she’s the only one who filled out the Census form. This is a bit abstract and not everyone is following the logic of the switch from reality to video or understanding what that has to do with the Census. (This execution was among the most confusing executions exposed.)

“I’m confused as to what the ad is saying. They switch from reality to video. It should just be her stopping her world to fill out the Census form.” — Diverse Mass Boston



This execution was among the more difficult to believe, in part because Beyonce was not viewed as an “everyday” person; the fantasy video shoot further removed her from reality.

- Close to half (44%) saw something in the execution that was **hard to believe** — principally the fantasy video shoot. Beyonce was also not seen as representing “everyday people” who do “normal things.” Some found it hard to believe she really cared about the Census in this execution.

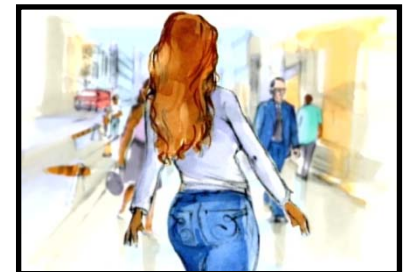
“The Beyonce ad could have been better if she didn’t do the whole dancing in the streets thing. I kept thinking why would she care about the Census? Did they pay her enough?” — Diverse Mass Austin

- Most participants (63%) indicated they didn’t think they **learned anything new** from the execution, although a few did recall hearing the Census would happen “this March,” which was news.
- Just over half of participants (54%) felt the execution made them want to **encourage others** to participate.
- Several focused on what they saw as gratuitous use of Beyonce’s “butt” moving as she walked down the street and some didn’t care for the “cheesy” or “extreme” video shoot.

“There was too much distraction for the real reason of the commercial.” — Diverse Mass St. Louis

“The Beyonce one I thought was cheesy.” — Diverse Mass Omaha

“When they busted out in the music video, that was a little extreme.” — Diverse Mass Charlotte



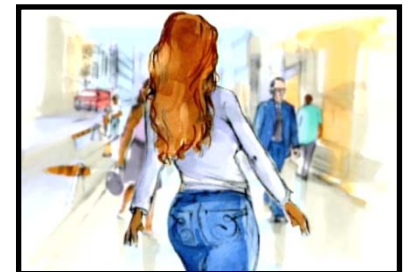
Diagnostic measures for “Beyonce” were as follows:

Diagnostic Measures for “Beyonce” | Diverse Mass n=120



Before moving forward, consideration should be given to how Beyonce is portrayed. While some were clearly attracted to her and she's known for her "assets," the overt sexiness and fantasy video shoot created a disconnect with the reality of the Census.

- Because reactions were quite mixed, you may want to carefully consider whether or how to move forward with this concept.
- Beyonce is a positive role model for many, but her overt sexiness in this execution and the confusing video shoot plot were a disconnect with the U.S. Census and the underlying community-oriented message.
- No doubt, emphasis on Beyonce's "assets" walking down the street would be a matter of execution. You should be aware of and sensitive to how participants reacted to the animatic version. While the "sex sells" approach attracted attention, it also put off quite a few in the Diverse Mass audience.
- If Beyonce is deemed the ideal spokesperson, especially for younger audiences, one suggestion would be show her with real people perhaps in more of a public service announcement format rather than performing. This might help bring her down to earth in the eyes of viewers.
- Media placement may be another consideration. For several, the execution seemed to be targeting a younger audience, likely due to the relative youth of this particular celebrity, the background music and the dance routine. Perhaps placement should be centered around younger adult programs and channels.



In general, participants reacted positively toward the main character of the “Maybelle” TV spots and “I Am Marching” print execution. These were among the least confusing of the executions ...

- The main character of this series, Miss Maybelle, was seen as an authority figure and role model. For many, she represented the African- American community, engendering a sense of pride and looking toward the future.

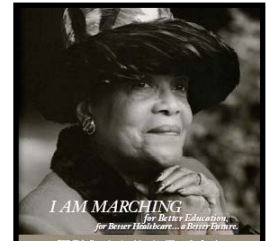
“Her authority was showing. Makes me feel more of an old school sense of respect ... and pride.” — Diverse Mass Boston

“I liked the elderly lady. Sometimes we don’t listen to elderly people as we should. It says this isn’t just about me, but about the future.” — Diverse Mass St. Louis

“She seems likes she cares about the future generations and things around her.” — Diverse Mass Cincinnati

“What I liked about the whole idea of Maybelle is that this is a big deal to her. For the black community to see this woman stand up and say, ‘This is what we need to do, as a people.’ We were brought here. We built this country. And for a long time, nobody cared about what we had to say, and so any time you have a chance to speak up, it is very important that you do that.” — Diverse Mass Charlotte

- Nearly all participants (93%) found this set of executions **easy to understand**. There was little confusion about each execution’s plot or key messages, which participants perceived as the Census is important/necessary/makes a difference, it is used to benefit communities (schools, infrastructure, etc.) and it determines how funding is allocated.
- The executions **captured the attention** of more than two-thirds of the audience (69%). With significance, this included more women (76%) than men (61%) and far more participants over age 55 (89%) compared to participants under age 35 (58%). On overall appeal, these executions skewed older.
- The execution left more than three-quarters of participants (77%) with a **good feeling** about the Census.
- Most participants (61%) felt the executions made them want to **encourage others** to participate. More people earning less than \$50,000 per year (73%) felt this way than those with higher incomes (only 46% of participants earning \$50,000-99,999).
- People liked the idea of the Census being a “powerful tool,” which came across strongly in the print execution.



MAYA
GROUP

... however, allusions to the Civil Rights movement met with some very polarized reactions. Several thought the executions were “over the top” and/or distastefully stereotypical.

- While a solid majority (80%) disagreed with the statement that the execution had **nothing to do with them or their needs**, fewer than half of participants (45%) felt the executions were **talking to them**. Some felt the executions were directed at an African-American audience.

“It was borderline segmenting towards African Americans.” — Diverse Mass St. Louis
- The implied tie-in with the Civil Rights movement and the march on Washington (particularly in the print execution and second TV spot for the Motivation phase) bothered quite a few to the point they thought it was “offensive.”

“I hated the Civil Rights analogy. It was ludicrous. It was just absolutely ludicrous.” — Diverse Mass Charlotte

“I actually thought the old lady one was offensive — doing the march.” — Diverse Mass Omaha
- About one-third (31%) found something **hard to believe** in the execution. Several thought these executions were “over the top” with emotion and, in addition to the Civil Rights allusions, included details that stereotyped African Americans (e.g., white gloves, hat).

“I didn’t like the lace gloves. That was over the top.” — Diverse Mass St. Louis

“I didn’t like it at all. It’s too schmaltzy!” — Diverse Mass Boston

“I feel like checking my blood glucose ... too cheesy.” — Diverse Mass Austin
- Less than half of participants (42%) felt they **learned something new**. This included more women (53%) than men (30%), far more younger participants under age 35 (61%) than participants age 35-54 (33%) and over age 55 (22%), and far more people with less than \$50,000 in annual household income (58%) than those making more (29%).
- It should be noted that when the first “Maybelle” TV spot (Awareness) was shown alone during two sessions in Austin, it received many more positive reviews and did not evoke comments about the Civil Rights movement (no reference to marching).

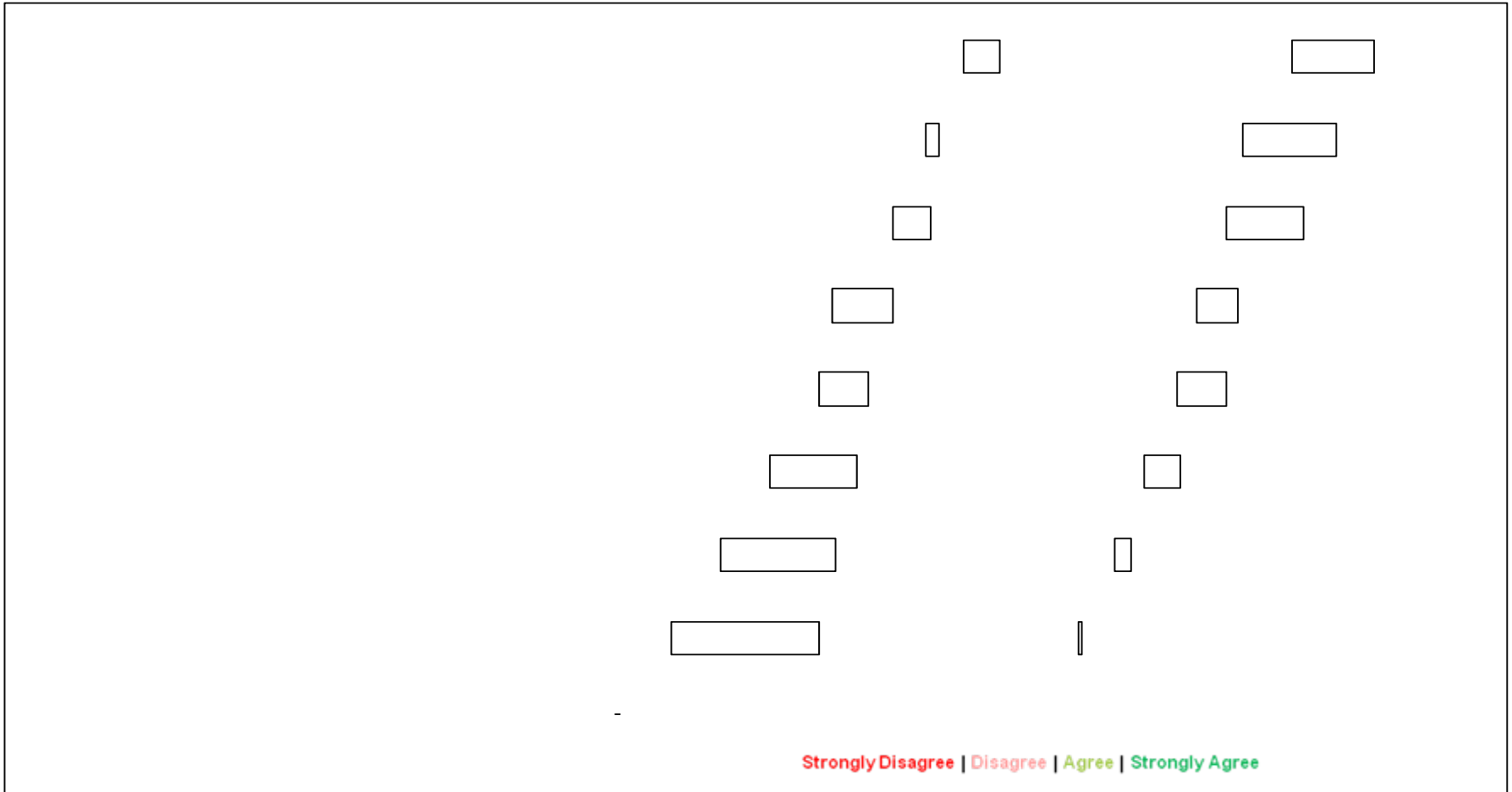
“It had a personal feeling. She touched many people in the community. Everyone knows old lady like that!” — Diverse Mass Austin (English-Speaking Hispanic)

“It s a nice package. It includes how to help classrooms, roads, policemen, construction. I didn’t know it helps roads. She was giving a lot of information.” — Diverse Mass Austin (English-Speaking Hispanic)



Diagnostic measures for both “Maybelle” TV spots and “I Am Marching” print execution (all shown as a set) were as follows:

Diagnostic Measures for “Maybelle” TV Spots + “I Am Marching” Print | Diverse Mass n=97



If you decide to continue exploring the “Maybelle” series of executions, you would be advised to address the contentious issues that were raised by Diverse Mass participants.

- While people may be proud of the progress made by the Civil Rights movement in America, the association with it here was not working for many of the Diverse Mass audience (including many African Americans). You may want to rethink using words like “marching” that reinforce that allusion.
- Of the three executions, the first “Maybelle” TV spot (Awareness) was the least controversial. This might be the best place to start if you plan to move down the “Maybelle” path. Do keep the level of information (schools, police, construction, etc.); people were picking up some of the good details.
- The idea of the Census as a “powerful tool” worked well — so did the underlying idea that with the Census, you have a voice.
- The character of Miss Maybelle was generally well received, although even when the first “Maybelle” TV spot (Awareness) was shown alone in Austin, some still thought it was overly syrupy. You may want to see if Maybelle’s monologue, wardrobe and actions can be made more realistic and/or less stereotypical.



MAYA
GROUP

The “Frank” TV spot and “One Giant Leap” print execution met with positive reviews across multiple diagnostic measures, making them among the top performers in this study. People generally liked the high energy and level of information.

- Overall reactions to both executions were positive. (These executions were always shown together in the Diverse Mass sessions.)
 - With “Frank,” most liked the amusing plot, multi-cultural diversity and specific examples of how funding could be allocated. The vast majority (86%) felt the executions had **something to do with them** and were **not confusing**. More than two-thirds (69%) found the executions **believable**, despite the unusual crowd-gathering premise.
 - People also liked “One Giant Leap.” It seemed patriotic to some (fireworks) and showed diversity in the crowd (ethnic and occupational, presumably representing whom in the community the Census could benefit). Many liked the \$300 billion a year (vs. \$3 trillion over 10 years) because it felt more immediate.

“I like it because there are all types of people — a farmer, a band leader, children, people from all walks of life.” — Diverse Mass St. Louis

“The fireworks seem patriotic, like the Fourth of July. It keeps growing and growing and then the whole country is behind you — that’s patriotic.” — Diverse Mass Austin

- Key messages** for participants were that the Census is important/necessary, it determines how funding is allocated and it benefits the community (health care, education, fire department, etc.).
- The vast majority of participants felt these executions **captured their attention** (88%) and left them with a **good feeling** about the Census (85%). They were particularly strong with the mid-level household income earners.
 - All participants (100%) with household incomes of \$50,000-99,999 felt the executions **caught their attention**.
 - Just under half (49%) of all participants who viewed these executions felt they were **delivering new information**; this included a significantly greater proportion of people in the middle household income bracket (58%) and renters (63%).

“It held my attention, having everyone walking with him.” — English-Speaking Hispanic Los Angeles

- “Frank” and “One Giant Leap” resonated with nearly three-quarters of the audience (72%), who felt the executions were **talking to them**. A similar proportion (73%) indicated the executions made them want to **encourage others** to participate in the Census.

“It shows what the Census stands for. He’s an average man, so it motivates you to get out there. It’s more inspirational. They made it personal to the community.” — Diverse Mass Boston



Quite a few took exception to Frank’s quip about the exchange student with the mullet. People didn’t like use of the word “hero” in both executions — it was seen as an overstatement.

- Several pointed out what they thought were irksome details in these executions.
 - While the humorous premise of “Frank” worked for most, his wisecrack about the “exchange student with the mullet” was seen as demeaning and distracting.

“It was funny. It was entertaining.” — Diverse Mass Omaha

“To get your point across, a little levity is fine. But I guarantee, after he says ‘exchange student with the mullet,’ half the people are not going to hear the next 20 seconds of what he’s saying.” — Diverse Mass Charlotte

- The word “hero” (used in both executions) was viewed as an over-exaggeration; participants thought real heroes are people in the military, fire fighters, etc. not people who fill out their Census forms. (The phrase “hero juice” in “Frank” was hard to understand. It’s not a common term and people either weren’t hearing it well or weren’t getting what it was.)

“Saying ‘hero’ is very stupid. You don’t think of a hero in that respect. A hero is somebody else.” — Diverse Mass Omaha

“Heroes are fighting in Iraq. I’m thinking about what heroes really do. Here, it’s an overstatement.” — Diverse Mass St. Louis

- The executions seemed “campy” or “over the top” to a few, although some felt that was the whole idea of the execution.

“The Frank ad seemed over the top.” — Diverse Mass Cincinnati

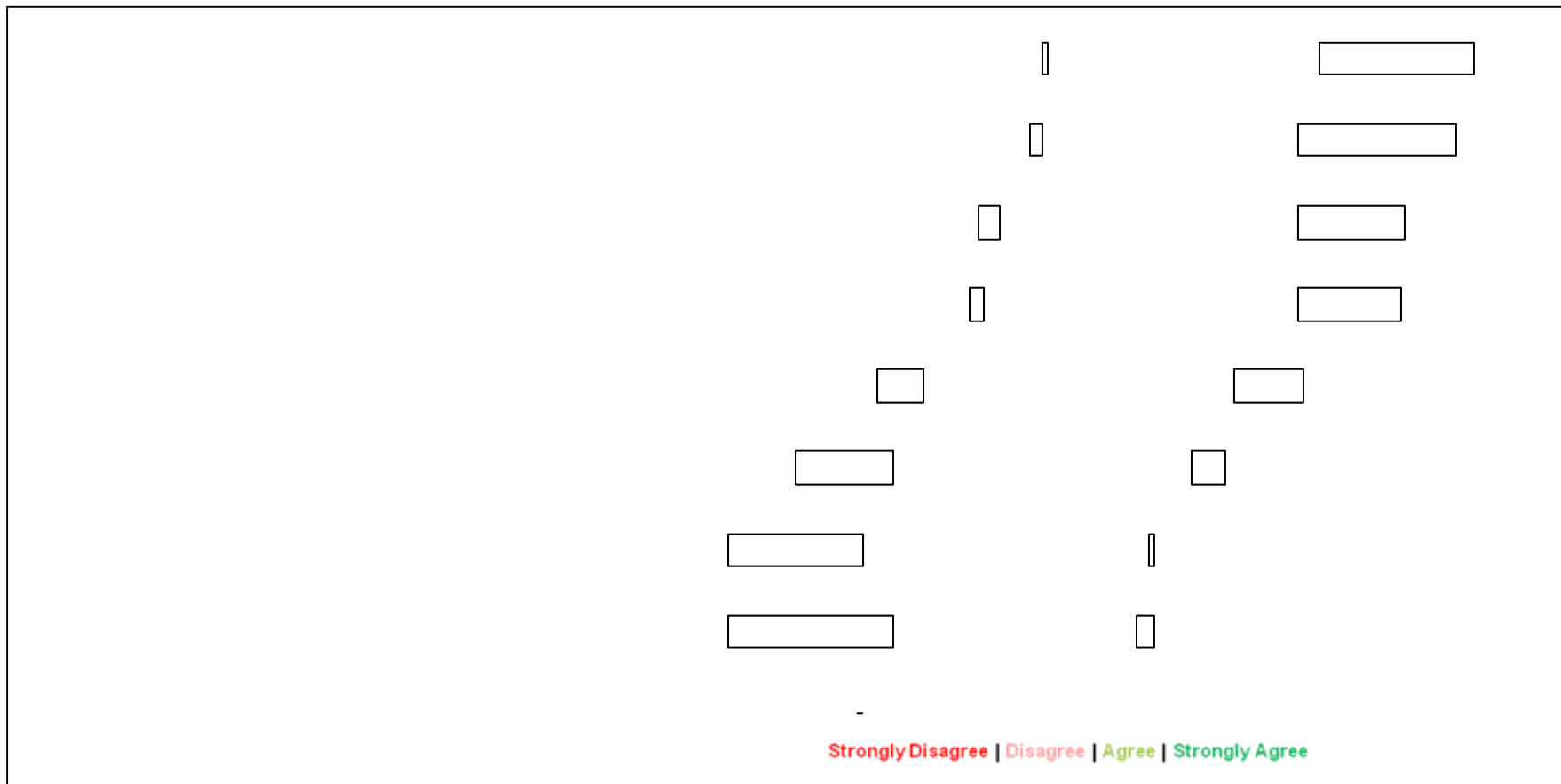
“The community, the cheerleaders in the background — it was over-the-top campy, but on purpose.” — Diverse Mass Austin

- An “illegal” cheerleading move was pointed out in “One Giant Leap” (person standing two-people high).



Diagnostic measures for “Frank” were as follows:

Diagnostic Measures for “Frank” | Diverse Mass n=120



“Frank” and “One Giant Leap” should be given top consideration for final production. A few minor changes based on this research are strongly recommended.

- With their solid quantitative scores and mostly positive feedback during qualitative discussion, “Frank” and “One Giant Leap” are among the more well-received 2010 Census executions, so moving forward with them would make sense.
- The ultimate success of these executions will be dependent on execution.
 - You should consider removing the reference to the mullet. Make sure there is nothing in the execution that can be viewed as demeaning to a particular type of person featured in the execution (e.g., picking on the exchange student), otherwise the execution will be knocking the multi-cultural diversity the Diverse Mass audience seems to appreciate.
 - Find alternative wording for any references to “heroes.”
 - Good casting for the central character of “Frank” will be critical. He needs to carry the execution as well as — if not better than — the animatic and voiceover did in testing.
 - Reconfigure the cheerleading stunt in the print execution, so the top-most person is not standing on the shoulders of people who are standing on the shoulders of others.



The “Community” TV spot performed best among women, older participants and those within the mid-range annual household income level (\$50,000-99,999).

- For a large proportion (86%), “Community” was **relevant** (had something to do with them or their needs), making it among the more successful executions on this measure, but more women (92%) than men (50%) said they **liked** the execution.
- For almost all participants (92%), this execution was **not confusing**. In fact, it was among the least confusing of all executions exposed to the Diverse Mass audience. The data showed with significance that more women (95%) than men (88%) were getting it.
- Three-quarters of participants (75%) felt this execution **captured their attention**. Significantly, more women (81%) than men (70%) and more of the older people (91%) than middle-aged (77%) and younger people (60%) felt this way.
- Visually showing examples of how funding could be allocated, this execution left a solid majority (81%) with a **good feeling** about the Census. This included more women (89%) than men (72%) and more mid-level household income participants earning \$50,000-99,999 per year (88%) than those earning \$100,000+ (71%).

“Drawing the dad or whoever, like this is a dream society, that gives you hope.” — Diverse Mass Cincinnati

- Nearly three-quarters (73%) felt compelled by this execution to **encourage others** to participate in the Census. Again, there were significant differences by gender, income level and age. More women (87%) than men (58%), more mid-level income earners \$50,000-99,999 (78%) than high-level (58%) and far more people over age 55 (88%) than under age 35 (60%) felt compelled to encourage others.
- About two-thirds (66%) felt the execution was **talking to them**. This sentiment was particularly strong with the mid-level household income participants earning \$50,000-99,999 (78%) compared to those earning under \$50,000 (60%) and those earning more than \$100,000 per year (50%). Several parents said they could relate to this execution.

“I have two daughters, so I liked it.” — Diverse Mass Charlotte

“I could relate. I have a daughter. You want that for your child.” — Diverse Mass St. Louis

- Key messages** participants took away from this execution included: the Census is used to benefit the community (hospitals, schools, etc.), it determines how funding gets allocated and it is important/necessary/makes a difference.



Some recalled learning from this execution that Census data is used only for “statistical purposes,” although they were a bit skeptical on this point. A few found the drawing hard to believe (girl understanding Census) or unrealistic (such dramatic change).

- Less than half of all participants (41%) felt the execution told them **something new**. A few recalled that it mentioned their information would only be used for “statistical purposes.” Many participants understood this meant that their Census data wouldn’t be used against them, although a few seemed a little skeptical this would be the case.

“It means don’t be afraid. It’s just a count. It won’t be used for anything else.” — English-Speaking Hispanic Los Angeles

“It just gives them an idea how many people are in that area. You could infer information’s not going to be used for law enforcement purposes or not used in some nefarious way.” [Moderator: Does that make you feel assured?]

“If you say so.” [Laughter from the group.] — Diverse Mass Austin (English-Speaking Hispanic)

- During the quantitative session, a strong majority (86%) indicated the execution did not contain anything that was **hard to believe**, but later, several voiced issues during the qualitative discussion.
 - The little girl drawing the perfect town with her father carrying a Census form was unbelievable for a few. Others thought the drawing promised unrealistic change.

“I don’t know any kids who are going to draw Census forms.” — Diverse Mass Cincinnati

“It’s unbelievable that if you send it in, all these changes will be made.” — Diverse Mass St. Louis

- The line about “your people” bothered a few.



Diagnostic measures for “Community” were as follows:

Diagnostic Measures for “Community” | Diverse Mass n=159



“Community” communicated key messages well. For maximum impact, good media placement would be important.

- If you decide to move forward with “Community,” you may want to consider placing it on channels and in proximity to shows that hit the audiences most appreciative of this execution — women, older people and mid-level income households.
- A few weren't buying the dad shown holding the Census form in the girl's drawing, so you may want to reconsider whether that's a necessary element.
- For some, the girl's drawing paints a hopeful picture, for others, it's unrealistic, so that should be taken into consideration before you go into production. Perhaps you can explore ways this might be mitigated by what the voiceover says.
- Refer viewers to a Web site, where they can learn more about the Census (e.g., statistical purposes).



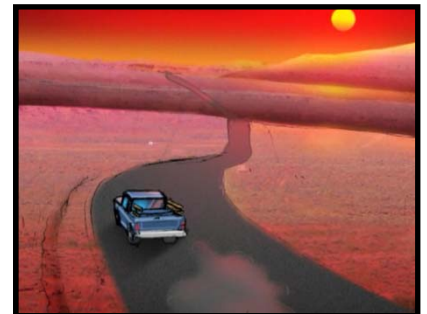
The “Hero” TV spot was engaging for older participants in particular. Some were touched by the grandfather/granddaughter relationship.

- “Hero” **captured attention** for about three-quarters (74%) of the Diverse Mass audience and skewed older in a significant way. The grandfather/granddaughter relationship worked well to engage older people, who seemed to enjoy the storyline and sentimentality more than younger people. More people over age 55 (88%) than age 35-54 (73%) and under age 35 (65%) indicated this execution caught their attention.

“When I see a grandpa in a commercial with a different generation that catches my attention. There’s something sentimental, endearing about those ages.” — Diverse Mass Austin

“I like the story. I wasn’t born here and I thought it was very sensitive and held the storyline. It’s sentimental.” — Diverse Mass Boston

- This execution was relatively **easy for people to understand**. A solid majority (83%) didn’t think it contained anything confusing. More than three-quarters (76%) didn’t think there was anything **hard to believe** about the execution.
- A good proportion (72%) were left with a **good feeling** about the Census after viewing this execution. A similar percentage (74%) felt it **related to them or their needs**.
- The execution was **liked** by significantly more women than men (89% vs. 45%).
- Key messages** included the Census is used to benefit the community (schools, hospitals, etc.), everyone counts/everyone has a voice and the Census is for everyone, no matter who you are.



“Hero” did not have as much resonance, relevance or impetus to encourage others to participate in the Census as most of the other executions. For many participants, it seemed to be reaching for a Hispanic and/or rural audience — and not necessarily for them.

- Not quite half of participants (48%) felt this execution was **talking to them**. Far more people over age 55 (71%) felt addressed than people age 35-54 (45%) and under age 35 (37%). Some thought it was targeting a Hispanic, more rural or even undocumented audience, so they felt less included.

“That ad felt like it targeted someone else. It was out in the country, too small of a community to relate to me.” — Diverse Mass Austin

*“It was stereotypical Hispanic — like the blanket on the car seat. The benefits [of the Census] are for all, not just Hispanics.”
— English-Speaking Hispanic Los Angeles*

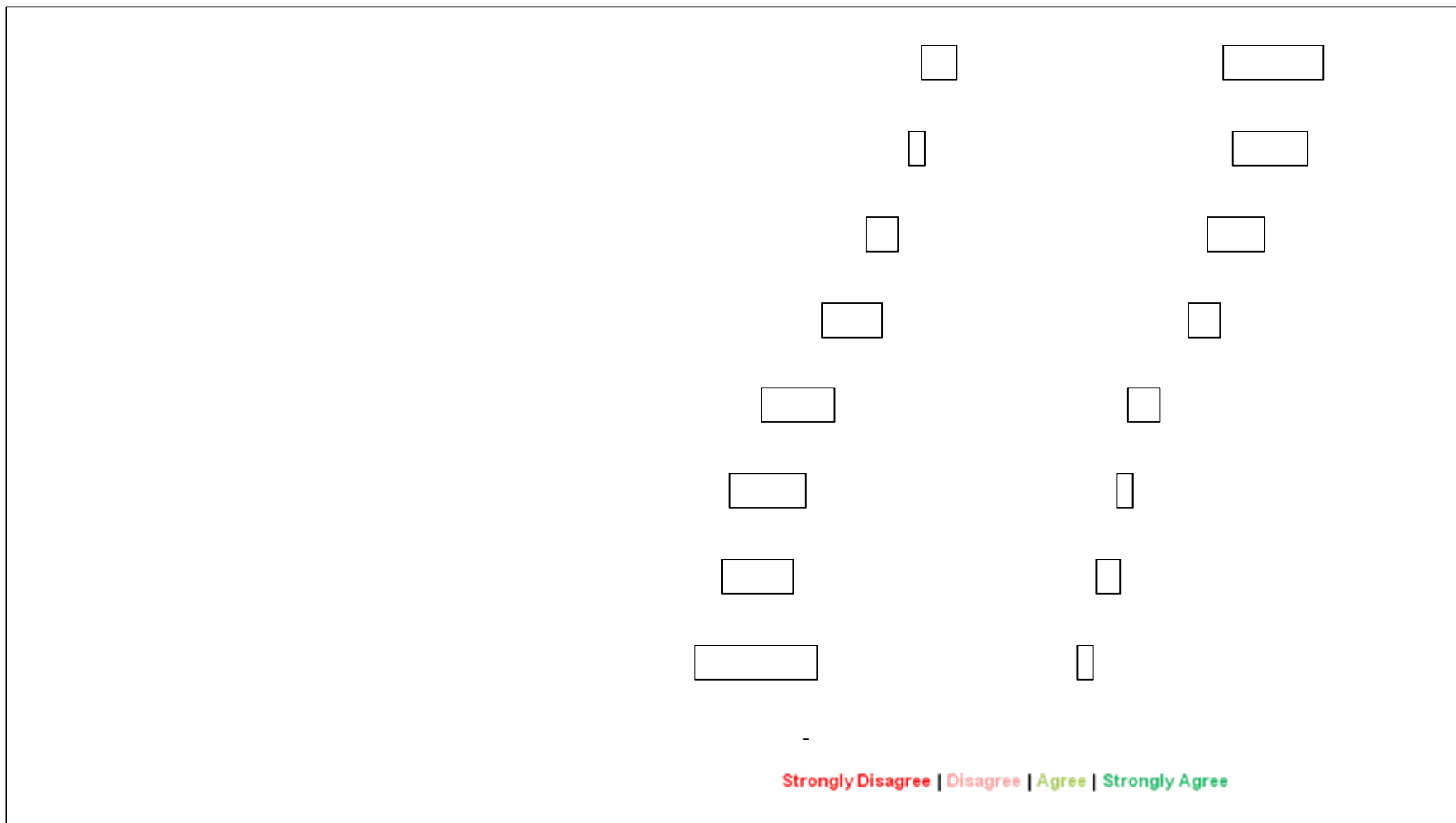
“I got cynical to that. The Latino man was in there on purpose. From my perspective, it’s trying to get more documentation for people who are here illegally.” — Diverse Mass Austin

- Just over one-third (35%) indicated they learned **something new** about the Census.
- Less than two-thirds of participants (60%) felt they wanted to **encourage others** to participate in the Census after seeing this execution. Significantly, more women (71%) than men (49%) felt they wanted to.
- This execution was overly sentimental for some.
- Several pointed out that the grandfather was driving on the wrong side of the road — not good!



Diagnostic measures for “Hero” were as follows:

Diagnostic Measures for “Hero” | Diverse Mass n=159



Because “Hero” didn’t fully engage the bulk of Diverse Mass participants, careful consideration should be given to media placement, should you move forward with this TV spot.

- With its touching storyline, people thought “Hero” was one of the more sentimental executions — and this worked for some.
- Keep in mind that many participants believed “Hero” was targeting Hispanics and/or people who live in rural areas. Additionally, older people and women clearly felt more of a connection to it. If you produce this execution, media placement (shows, channels and markets) will be important to consider.
- No driving on the wrong side of the road.



The “10” print execution was seen as simple and to the point. It was slightly more resonant and relevant for women, perhaps because it emphasized children and education.

- The message of “10” was seen as straightforward and to the point — there was not too much confusion here. In fact, this execution scored the best of all the executions in terms of clarity and believability, with only 5% of participants finding something that was **confusing** or hard to understand and only 11% finding something that was **hard to believe**.

“This ad did follow the KIS rule very well, you know? Keep It Simple.” — Diverse Mass Charlotte

“This was simple and to the point. Not so much a fantasy.” — Diverse Mass Boston

- “10” performed well on most of the other measures particularly among women, perhaps because women often bear more responsibility for children and their educational needs and this is what the execution’s image and headline emphasize.
 - About three-quarters of participants agreed the execution **captured their attention** (73%), left them with a **good feeling about the Census** (76%) and made them want to **encourage others to participate** (71%). More women (78%) than men (63%) indicated they felt inclined to encourage others after seeing this execution.
 - Nearly two-thirds of participants felt “10” was **talking to them** (63%). More women (69%) than men (57%) felt this way. And considerably more participants over age 55 (74%) felt this way compared to the younger participants under 35 (54%).
 - Only a small minority (15%) felt “10” **had nothing to do with them** or their needs. In other words, for most participants (85%), the execution was seen as relevant. Again, this execution was slightly more relevant for women than men (89% vs. 79%).

“I have three children, so schools are very important to me. Anything with a child catches my eye right away.” — Diverse Mass Charlotte

“It’s our children and we care so much about our future.” — Diverse St. Louis



The fact that the 2010 Census has only 10 questions was news for many and it raised some questions. Several said they'd like to see more diversity in the children shown.

- From this execution, people learned that there are only “10 questions.” This was seen as a positive, but the small number surprised some and evoked questions from others (for example, is the Census 10 questions in total or is it that 10 of the Census questions will affect the community?). Some said they had seen longer Census forms in the past or had recently participated in what they thought was the Census, so they were a bit skeptical about having only 10 questions.

“I thought the Census was more than 10 questions. I'm surprised ... That's important to know. Because if it's a long process, I'd lose interest.” — Diverse Mass Austin

“If it truly is 10 questions, you can do it quick, get it done. That message works for me.” — Diverse Mass Cincinnati

“Is that all you have to answer? Or are there just 10 questions that will go to help the community?” — Diverse Mass Austin

- A few thought “10 minutes” seemed too long or short of a time to fill out the Census. Some would prefer seeing “a few minutes.”
- Only one-third of participants felt the execution was **telling them something new**. This may have been because “10” was always shown after all TV spots had been exposed, so people were learning things before they got to see this execution. Considerably more renters felt newly informed by “10” than home owners (46% vs. 26%).
- Several wished to see more kids and/or more ethnic backgrounds.

“The only thing I don't like about this ad — even if you had to make them smaller — I'd like to see lots of different children, different ethnic backgrounds and I'd like to see them all together. Like you're talking to me about all of them — Japanese American, Chinese American, Black, Hispanic American ...” — Diverse Mass Charlotte

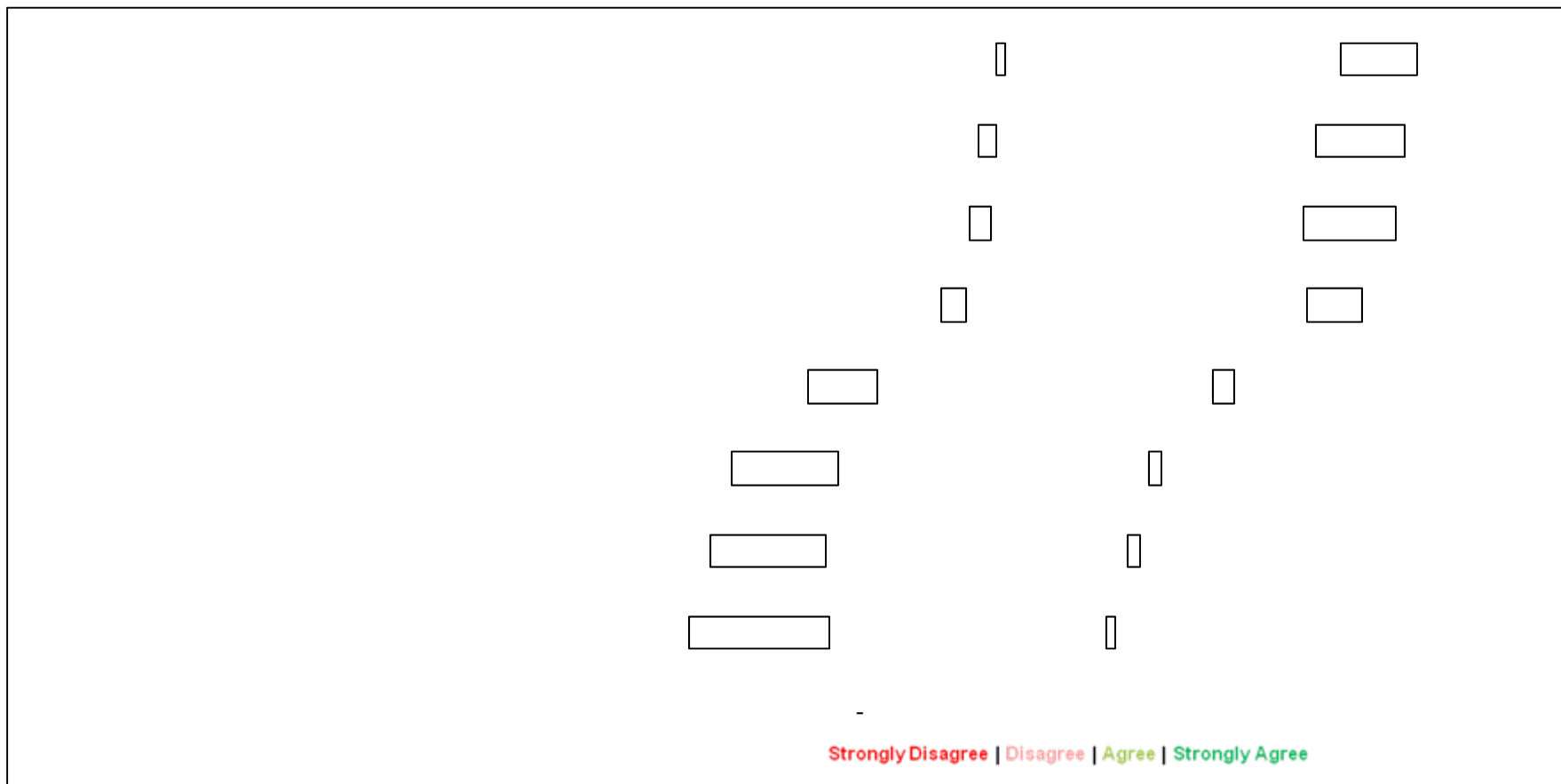
“It would have gotten my attention if it would have had a group of kids, not just two kids.” — Diverse Mass Omaha

- The image of the school worked for most. The American flag was a positive symbol, some said.
 - Not all were sure exactly why the school building was shown in black and white. Was it supposed to be an old dilapidated school? At least one participant felt that, by contrast, the black-and-white building made the very green lawn stand out as being the thing that had been improved.



Diagnostic measures for “10” were as follows:

Diagnostic Measures for “10” | Diverse Mass n=233



The “10” print execution works fine as is, but clarification about the 10 questions, placement in publications targeting older women (age 35+) and showing more ethnic diversity might improve its effectiveness even more.

- If there is any way to clarify that the Census is now just 10 questions in total for everybody, that might resolve the slight confusion a few people had that the Census was longer and that it perhaps contained a sub-set of 10 questions related to helping the community.
- Given that the execution was slightly more resonant, relevant and motivating for women (and seen as “talking to” the older age segments), your media buy could include publications targeted more toward this demographic.
- The two children shown were seen as being multi-racial. While no one was arguing with this approach, several did seem to think it would be even better to show more kids with more diversity. This is certainly worth considering, given that several other executions were praised for showing a good mixture of people (e.g., “Frank” and “It’s For You” TV spots). Also, having more kids in the execution might help to put the emphasis on the children, rather than on the very green lawn.
- You might consider changing “10 minutes” to “a few minutes,” so people don’t get tripped up on whether that seems like too long or too short of a time frame to fill it out.
- Additionally, a call to action to visit the Census Web site would help direct people to where they can find more information about the 10 questions and how the Census affects funding for schools, etc.



While some appreciated the feeling of community in the “Church” print ad, others got tripped up by the central image, type treatment and/or lack of in-depth information.

- The message that it takes “many voices” played relatively well in “Church.” Some felt and could relate to the sense of community in the gathering of people. After viewing this execution, many (63%) were left with a **good feeling** about the Census.
- This execution **caught the attention** of just over half of participants (53%). A similar proportion thought the execution was **talking to them** (51%) and felt inspired to **encourage others to participate** (52%).
- A strong majority believed the execution was **not confusing** or hard to understand (82%). Some saw it as getting to the point. A similar proportion felt the execution had **something to do with them** (81%). On this last measure, more women than men (87% vs. 74%) felt the execution was relevant for them. Most (86%) didn’t find anything **hard to believe** in the execution.

“It’s kind of to the point, the point being to fill out your Census form.” — Diverse Mass Austin

- This execution suffered because of the church building and possibly because of the execution (type in red bars, black-and-white image of the church). Some said separation of church and state was important to them and this execution crossed the line. A few felt the execution was excluding non-Christians.

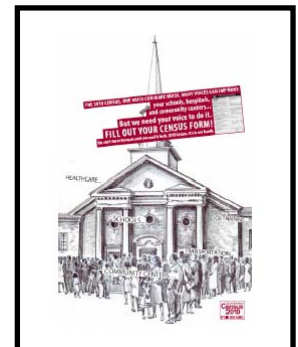
“It looks like random labels all over the place.” — Diverse Mass Boston

“There’s supposed to be a separation between church and state. That kind of bothered me.” — Diverse Mass Charlotte

“Is federal money going to go to build the churches?” — Diverse Mass Omaha

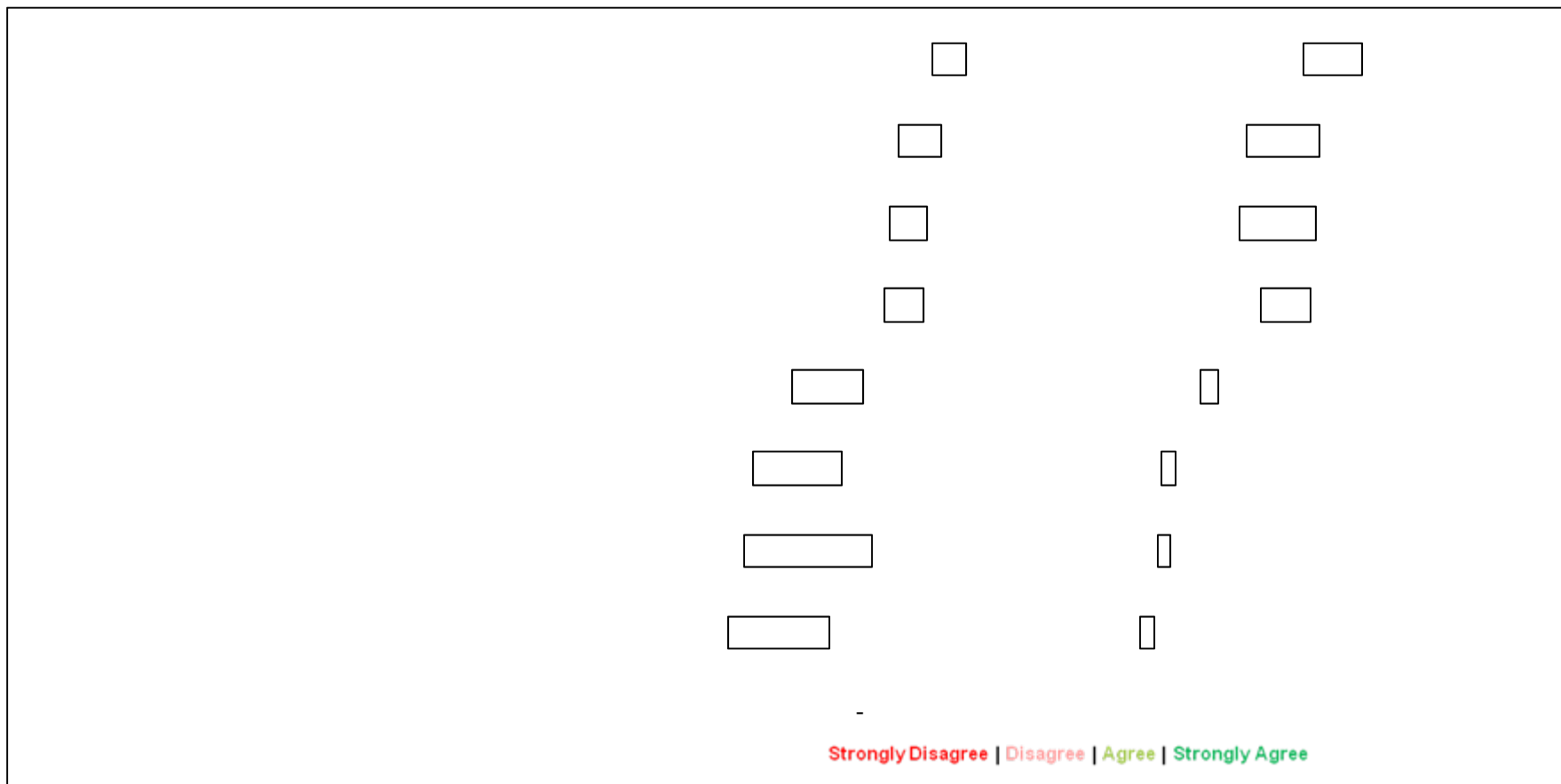
- More than two-thirds of participants (70%) didn’t feel it was communicating **anything new** they didn’t know before. (Granted, this could be because “Church” was always presented after an initial round of TV spots, so people were learning things about the Census along the way. On the other hand, some said the information that was there wasn’t deep enough.

“This is one of the weakest ads. There’s no information. It states things, but there’s no depth behind it.” — Diverse Mass Boston



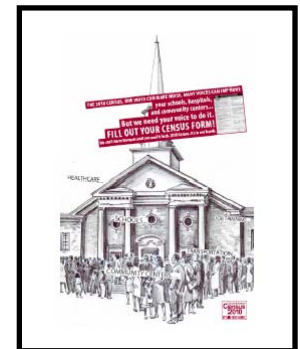
Diagnostic measures for “Church” were as follows:

Diagnostic Measures for “Church” | Diverse Mass n=233



“Church” was not the strongest performing execution of the bunch. While the idea of “many voices” was working, it might be worth rethinking the visuals and type treatment.

- If you decide to move forward with this concept, consider turning the church into a town hall, school or other secular building ,so as not to offend or exclude anyone who is not a church-going Christian — and so as not to irritate those who believe strongly in separation of church and state.
- The message of “many voices” seemed to work well in terms of communicating the idea of community. Perhaps that could be the foundation for rebuilding the execution.
- The white type reversed out of the red bars was not generally liked, so you might want to reengineer the type treatment.
- The floating words in the background didn’t provide enough information, some thought. If there were a Web address in this execution, people would know they can get more detailed information online.



The TV spot titled “It’s For You” worked well for much of the Diverse Mass audience. Participants liked the diversity of people shown (races, ages, ability/disability) and the doorbell-ringing concept generated some intrigue. This execution skewed slightly older.

- “It’s For You” **captured attention** among the majority of participants (79%). It was significantly stronger catching the eye of people over age 55 (95%) compared to the middle-aged 35-54 year-olds (77%) and younger under age 35 year-olds (72%). Homeowners were also more engaged by the execution than renters or those in other housing situations.
- Most (72%) felt the execution was **talking to them**. This data point was most representative of homeowners and renters, but not so true for people in other housing situations. Less than half (48%) of non-owners/non-renters felt the execution resonated for them.
- Many liked “It’s For You” because the characters shown individually and in the doorway at the end of the spot were diverse (ages, races, ability/disability, etc.).

“I think this was meant to convey it’s inclusive of everybody — young, the old, different nationalities, ethnic backgrounds, abilities or disabilities. I think that was a push forward, which I think is good.” — Diverse Mass Omaha

“I liked this one the best. I thought it was the most inclusive across most demographics.” — Diverse Mass Austin

“Showed a lot of age groups.” — Diverse Mass St. Louis

- In the end, the execution left a solid majority (82%) with a **good feeling** about the Census. Again, positivity increased directionally from the youngest age segment (76%) to the oldest (87%). The vast majority of participants (86%) felt the execution **addressed them and their needs**.
- Almost half (44%) felt the execution told them **something new**.

“It was one of the most descriptive of all ads. One of the things is that it helps us determine how \$3 trillion is spent over next 10 years; that’s very descriptive.” — Diverse Mass Austin

- A good number of participants (86%) couldn’t find anything **hard to believe** in “It’s For You.”
- Nearly three-quarters (74%) indicated the execution made them feel **like encouraging others** to participate in the Census.



On the negative side, having someone come to the door was viewed as “creepy” by some. A few were confused about why someone was coming to the door and/or why the person answering the door was deferring to someone else in the room.

- Some were apprehensive about people coming to the door. They thought it was “creepy” and wouldn’t want to answer the door.

“I thought it was kind of creepy.” — Diverse Mass Austin

“I don’t like the idea of some one knocking on the door.” — Diverse Mass Boston

“I’d send them away, even if they had a badge. There are too many scams.” — English-Speaking Hispanic Los Angeles

- The vast majority of participants (88%) felt there was **nothing confusing** or hard to understand in the execution, but a few people admitted it took them some time to absorb why someone was coming to the door and to understand why people were passing the visitor on to someone else in the room.

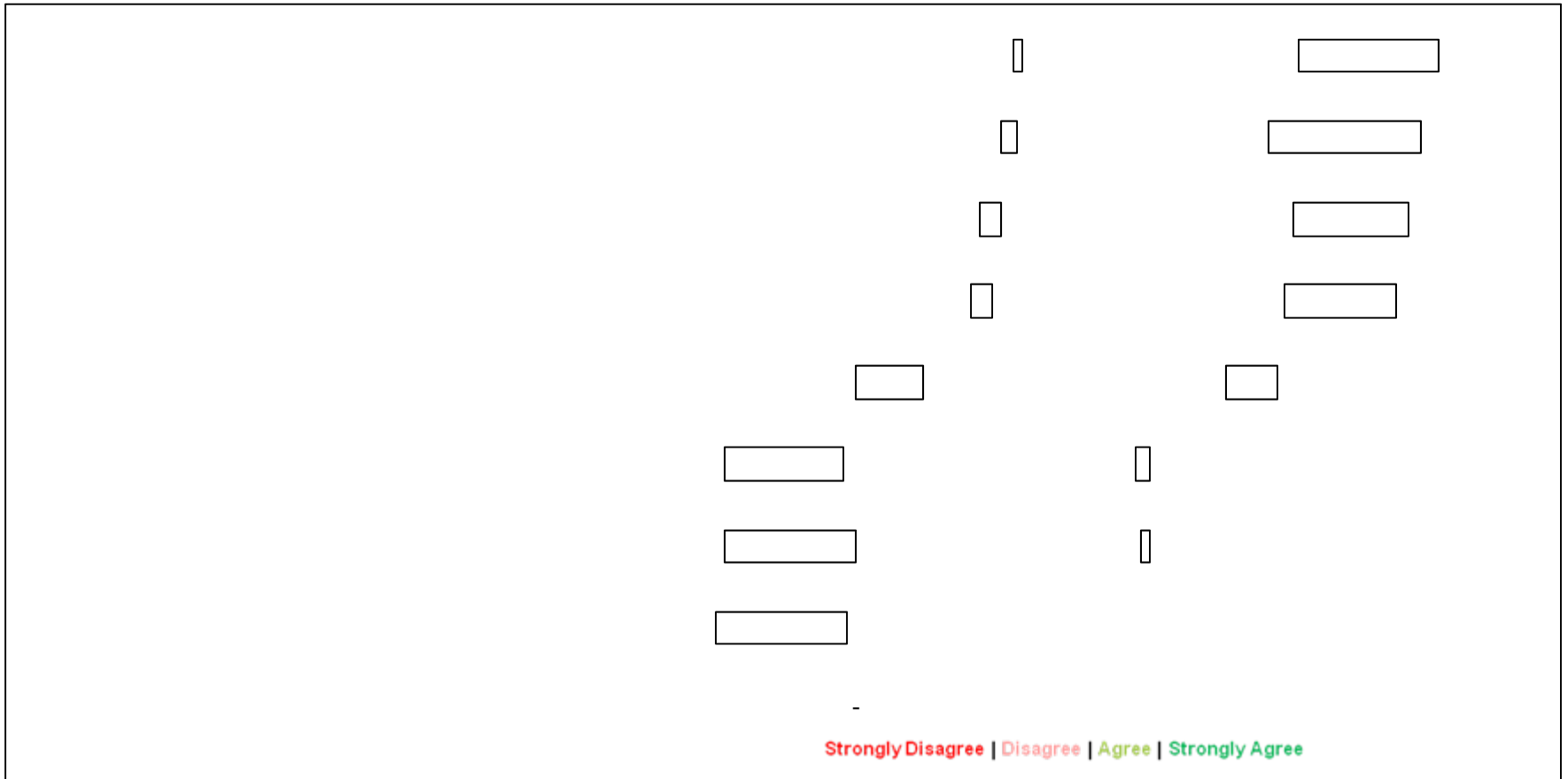
“Are they coming to my door? It’s confusing.” — English-Speaking Hispanic Los Angeles

“What I think is a little confusing is that we’re answering the door-to-door census taker and it doesn’t explain why we are answering to census taker. Do they come to our door or do we mail it back? Can anyone explain it to me?” — Diverse Mass Cincinnati



Diagnostic measures for “It’s For You” were as follows:

Diagnostic Measures for “It’s For You” | Diverse Mass n=233



“It’s For You” scored well in the quant and held up relatively well in qualitative discussion. It should be considered a solid option for the Non-Response Follow-Up phase of the campaign, particularly for older audiences.

- This execution was skewing toward an older audience, so it might not be as effective influencing the younger age segment. This can be addressed via media buy and/or perhaps the creation of another version that targets younger people for the NRFU phase.
- Before this execution runs, more needs to be done to address operational questions and concerns people have about the Census. Perhaps in the Motivation phase of the campaign, more needs to be done to explain why a Census taker might come to your door. The “threat” of this might help encourage people to mail back their forms. If people can still mail forms back by the time the enumerator/NRFU phase of the campaign runs, you could say something to the effect of, “If you received and still have your Census form, fill it out and mail it back as soon as possible. If not, no worries — a Census taker from your community will be glad to collect your information in person. It will only take a few minutes.”
- Again, a Web address where you can perhaps view a sample Census form and find out more could be helpful.



The “Doorway” print execution performed respectably well among Diverse Mass participants; it was skewing slightly more toward women than men.

- “Doorway” **captured the attention** of nearly three-quarters of participants (73%). The execution made a similar proportion believe the execution was **talking to them** (70%) and left them with a **good feeling** about the Census (75%). More women than men felt good about it (80% vs. 70%).
- Just over one-third (36%) thought the execution was telling them **something new**. (This execution was exposed at the end of the rotations, so people were learning things about the Census along the way.)
- The vast majority (87%) didn’t find anything **confusing** or hard to believe in “Doorway.” A similar proportion (88%) felt the execution was **relevant** (had something to do with them and their needs).
- Most (79%) did not have **believability** issues with this execution (despite the somewhat outlandish fireworks and crowd).
- This execution made many (65%) want to **encourage others** to participate in the Census. More women than men felt this way (73% vs. 56%).
- 10 simple answers and getting your community’s fair share of \$3 trillion played well, as did the specific examples of where funding could be directed (schools, health care, etc.)

“I like the writing. They really put in there the details.” — Diverse Mass St. Louis

- The “hero” line didn’t ring true for many. Participants said filling out your Census is a civic duty, not a heroic act.

“Everybody can’t be a hero. I don’t know, the hero thing just doesn’t catch me very well.” — Diverse Mass Austin (English-Speaking Hispanic)

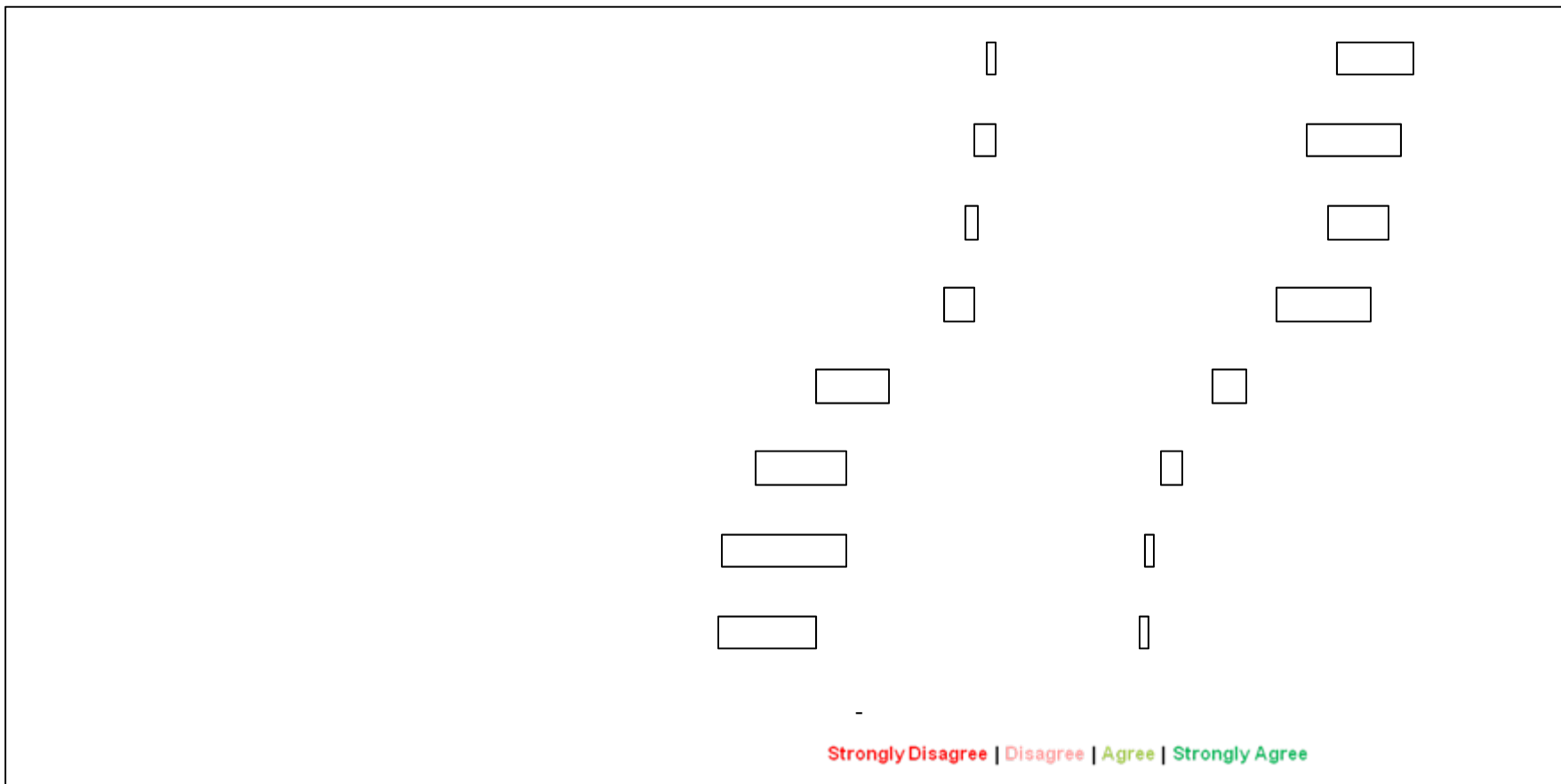
- The Census taker with the host of people in the background reminded some of recent Verizon campaign. (Again, a few were apprehensive about people coming to the door.)

“Looks like a Verizon commercial.” — Diverse Mass St. Louis



Diagnostic measures for “Doorway” were as follows:

Diagnostic Measures for “Doorway” | Diverse Mass n=256



Some improvements could be made to “Doorway.”

- For the most part, this execution was seen as straightforward and to the point. People understood it.
- If you move forward, you may want to consider getting rid of the “hero” line. It was not working. Something that alludes to civic duty or the fact that everyone counts might be more motivating. Some of the more successful lines from other executions (e.g., powerful tool, make an impact, it’s for you) could be incorporated in this execution.
- This execution skewed slightly toward women. It could be placed accordingly. Or perhaps other versions could be explored if you are interested in reaching even more men.
- As with all of the , add the Web site URL and a call to action so people can easily find more information if they want it (about the 2010 Census itself as well as census takers from your community).



The taglines, especially “We Can’t Move Forward,” were viewed as “good” and “catchy” by most.

- “We Can’t Move Forward Until You Send It Back” was liked by most participants in the Diverse Mass audience. “It’s In Our Hands” made sense for the majority.

“It’s good, catchy. I liked it.” — Diverse Mass Cincinnati

“You Can’t Move Forward — that’s a good line.” — Diverse Mass Boston

“Catchy. Pretty good. I’d remember it.” — Diverse Mass Austin

- Across both taglines, a few were confused about who “we” or “our” represented (the community? the government?). It is possible the taglines might be most meaningful when the person who speaks the line is “from” the community (e.g., Frank) as opposed to being an unseen voiceover talent.
- No changes to the taglines are recommended.

WE CAN'T MOVE FORWARD
UNTIL YOU SEND IT BACK

United States
Census
2010 IT'S IN OUR HANDS.

Chapter Two: NHOPI Audiences (Native Hawaiians and Other Pacific Islanders)



The research focused on eight core audiences across the U.S., including the “NHOPI” market segment.

- Participants for eight segments were recruited across the continental U.S., Alaska, Hawaii and Puerto Rico.
- This chapter covers the “NHOPI” market segment. (Other audiences are featured in separate chapters.)

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

A total of four (4) groups were conducted across two markets for a total sample of 39 participants. All groups were “qualitative-only.”

Note: the “Other Pacific Islander” groups represented participants from Chuuk, Guam, Marshall Island, Polynesia, Samoa, Tahiti, Tonga and Tualua.

#	Sub-Segment	Market	Type of group	Participants per Sub-Segment
1	Native Hawaiian	Los Angeles	Qualitative	20
2	Native Hawaiian	Honolulu	Qualitative	
3	Other Pacific Islander	Los Angeles	Qualitative	19
4	Other Pacific Islander	Honolulu	Qualitative	
				39

The CBAM mindset algorithm was incorporated into the participant screening process. The following chart highlights total number of participants representing each mindset by sub-segment.

Mindsets	Total NHOPI (n=39)	Native Hawaiian (n=20)	Other Pacific Islander (n=19)
Leading Edge	10 26%	3 15%	7 37%
Head Nodders	8 21%	2 10%	6 32%
Insulated	—	—	—
Unacquainted	6 15%	3 15%	3 16%
Cynical Fifth	15 38%	12 60%	3 16%

In the “qualitative only” groups, TV and print executions from Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases were rotated as follows:

Native Hawaiian		Other Pacific Islander	
Los Angeles	Honolulu	Los Angeles	Honolulu
“Groundhog Day” TV (A)	“Talk Story” Print (A)	“Forward” TV (A)	“Groundhog Day” TV (A)
“Talk Story” Print (A)	“Groundhog Day” TV (A)	“Groundhog Day” TV (A)	“Beyonce ” TV (A)
“Frank” TV (M)	“Forward” TV (A)	“Ohana” Print (M)	“Talk Story” Print (A)
“Celebration” TV (M)	“Ohana” Print (M)	“Celebration” TV (M)	“Celebration” TV (M)
“Voice My Pride” Print (M)	“Voice My Pride” Print (M)	“Voice My Pride” Print (M)	“Frank” TV (M)
“Ohana” Print (M)	“Celebration” TV (M)	“Frank” TV (M)	“Ohana” Print (M)
“Numerator” Print (N)	“Frank” TV (M)	“Talk Story” Print (A)	“Voice My Pride” Print (M)
	“Numerator” Print (N)	“Numerator” Print (N)	“Numerator” Print (N)

Cultural insights — Native Hawaiians (NH)

- Native Hawaiians define themselves by their relationships to each other, their ancestors and their land. In Hawaiian society, one is expected to know and understand what it means to be a contributing member of the community. They cherish their ancestors and their heritage. For this reason, executions that speak to their own ethnic pride resonate deeply with them.
- *Ohana* is an important concept for Native Hawaiians, and extends beyond the idea of “family” as defined by Euro Americans. It encompasses both close and distant relations, and may even include close friends. Family life is embraced by Native Hawaiians, and rugged individualism is less valued than in Euro American societies. If the campaign is to use the term “*ohana*,” the visual should reflect the meaning as they interpret it.
- The Native Hawaiians see themselves reflected in several of the executions and appreciate that the Census is reaching out to them. At the same time, it is important that the images and language reflect their heritage authentically.

Cultural insights — Other Pacific Islanders (OPI)

- Other Pacific Islanders also place great importance of the idea of the extended family. Children raised Fiji, Tonga and Tahiti are taught that they are part of an extended family that works together for the good of the community. Tongans call this *nofo a'kainga*, which means “everyone counts on one another.” Images of large groups or families would also be well-accepted among this segment.
- The Other Pacific Islanders segment represents a variety of ethnicities. They feel united as a community, yet also want to be recognized as the racially diverse group they are. Because they represent a range of backgrounds, they are less likely than the Native Hawaiians to see themselves reflected in the campaign. The Census should be careful not to use images of Native Hawaiian culture to consistently represent all Pacific Island cultures.
- Other Pacific Islanders realize that they are a small ethnic group within the United States and feel somewhat “invisible.” Some feel the message of “be counted/get noticed” is more important than “telling their story.”
- Many Other Pacific Islanders, particularly some Micronesians, are very shy and have some difficulty speaking outside their own social network. This was quite evident in the OPI group in Honolulu.
- Though this segment sometimes appears to be more critical toward the campaign than the Native Hawaiians, in some OPI cultures, to agree outright is considered boasting. To agree slightly, on the other hand, is to imply agreement.

Overall, the 2010 Census campaign captures attention and communicates a variety of positive messages.

- For the most part, the executions in the campaign capture attention and leave viewers with a positive feeling about the Census. Pacific Islanders (NHOPs) are proud of their heritage and appreciate the fact that the Census is reaching out to them.

“The fact that they are trying hard to engage us is new.” — Native Hawaiian, Honolulu

“We’ve been around a long time...but the thing is, no one knew about us. This Census, if it’s done right, people will finally know about our numbers. So for us, it’s all about ‘Hey, here we are.’” — OPI, LA

“The only way you can get these people to participate is...to use the culture and identity. I can see there’s the attempt that’s being made to try to do that. And that much I can appreciate.” — OPI, LA

- Though Native Hawaiians are the largest segment in the Pacific Islander community, many other ethnicities are also represented. Hawaiian words (“*ohana*”) or pidgin English phrases (“*talk story*”) speak directly to Hawaiians but leave some Other Pacific Islanders to feel excluded. Likewise, images should reflect the full variety of Pacific Islanders to show that the campaign is all inclusive.

“There’s other islands besides Hawaiian. I mean, no offense to them, but why would they only pick one, and then start talking about Pacific Islanders?” — OPI, LA

“It’s a matter of pride. It’s a matter of culture. It’s a matter of identity. We are Americans, but we are Pacific Islander Americans.” — OPI, LA

For many, much of what is communicated in the 2010 Census campaign is new learning, but the campaign also raises many questions about the process and how it all works.

- Many had little prior knowledge of the Census and an incomplete understanding of what it is for, other than a simple headcount. Some feel the campaign assumes they already have a basic understanding of the Census, which they often did not. This audience needs to be educated about how the Census works and how the answers they provide on the Census form translate into improvements for their own community. The campaign needs to speak to them on a concrete, not abstract, level. The analogy of the Census as a “tool” is rarely played back.

“I think with the Census, if they could just maybe educate the audience that they’re trying to target...because they are coming with the assumption that the group already knows what the Census is, what it’s about.” — OPI, LA

“Who gets the information and how does it work?” — OPI, Honolulu

“Is this information shared with other agencies?” — OPI, Honolulu

“How is this going to impact me?” — OPI, LA

“I don’t think that many people know why it’s so important.” — OPI, LA

“I never thought it would affect the state of Hawaii.” — Native Hawaiian, Honolulu

- Real-life examples of past improvements the Census has made at the community level would be appreciated. Ads that help them visualize how Census money is distributed can also enhance understanding.

“Where can you see the results of it? I’d like to see what happened in the past ten years.” — Native Hawaiian, Honolulu

“At the end of (“Frank”) where it brought everybody in, like the doctor and the police officer, it shows you who it affects, and it affects everybody. So that really, I guess, struck a chord for me.” — OPI, LA

The campaign contains some motivating information, but clarification is needed in the non-response executions.

- The first two layers of the campaign talk about mailing in your Census form, while the final layer (“Census Taker”) abruptly switches to talk about a Census Taker coming to your door. This inconsistency leaves many confused about what method they should use to provide their information and why a Census Taker would visit their home. Further, some find the idea of a personal visit to be “intrusive” and “threatening.” If someone does come to their home, they would be more comfortable if it were someone from their own community.

“The last few (executions) we’ve seen, everything’s about dropping (the form) off at the mailbox. All of a sudden, we’re talking about someone coming to your door. So which form of delivery are we talking about? A mailing? You fill out the form? — OPI, LA

“It would be helpful if they came from your community. Maybe have them come to a community center instead.” — Native Hawaiian, LA

- The phrase “10 questions in 10 minutes” is motivating; it effectively captures attention and encourages participation by making the Census appear fast and easy.

“I thought it was a long, long thing, but if you say it’s only ten simple questions, no work—I think it’ll work.” — OPI, LA

- “Three trillion dollars” is new information and captures attention; it is such a large number, though, that it is not always relatable (\$300 billion is a less abstract number). Given the current economic environment, some also question where the \$3 trillion will come from.

“If they can’t get the \$800 billion stimulus package passed, where will they get the \$3 trillion?” — Native Hawaiian, Honolulu

“Do we even have \$3 trillion in our country now?” — Native Hawaiian, Honolulu

- Though more details are desired, many say they are now better informed about the Census and will look for the form in their mailbox.

“It informed me more. I had no idea that that’s how they count, for funding and things like that.” — OPI, LA

Campaign Conclusions and Recommendations

- The NHOP | audience is interested in learning more about the Census process.
 - Many have a low understanding of the Census and need to be educated on a basic level. Advertising directed towards them needs to provide more information about how the Census works. Examples of how Census data has been used in the past to improve communities would be appreciated.
 - The non-response layer needs to have an explanation of when and why a Census Taker would come to your door, and what the most appropriate response method is (i.e., mail or in-person).
 - Showing the Census form in the executions whenever possible will help to further illustrate how simple it is to participate.
 - Providing a website address in the executions directing people to more detailed information will also be helpful and would be a good place to post those “real-life” applications of past Census-funded projects they are looking for. Some would also like the option of completing the Census form on-line.
 - A toll-free number to get their questions answered would also be helpful. The Census may also wish to have Census workers at a public gathering place, such as a community center, in order for people to receive assistance or learn more about the Census.
- Images in the campaign should feature a diverse range of Pacific Island ethnicities for the campaign to feel inclusive. Since Pacific Islander society values family and community over the individual, group photos would be well-received, and would also be a way of featuring a diverse range of ethnicities in a single execution. Pacific Islanders also hold strong values of doing what is best for the community, so tangible examples of how they can make a difference may be effective.
- The font size on the print campaign needs to be increased, as several times it was referred to as “fine print” or “small print,” and may be overlooked.

“Forward” TV (A)

Attention-getting and contemporary with fairly broad appeal and potential for breakthrough.

- “Forward” is an attention-getting, contemporary-looking TV execution. Audiences are drawn into the spot by the music, graphic style and colors. The visual of the hammer helps to create impact.

“It’s very catchy.” — OPI, LA

“I like the beat, and like the music.” — Native Hawaiian, Honolulu

“It would catch attention in my household, and could start a conversation between kids and parents about the Census.” — Native Hawaiian, Honolulu

“I think I got caught up with the thing, with the beat, with the music.” — OPI, LA

- Many feel that “Forward” is more targeted to young people, and believe the hip-hop music will be a “turn-off” to older viewers. Several middle-aged respondents, though, say the execution appeals to them as well, indicating the execution can reach a broader audience.

“It’s very, very much geared towards the MTV generation.” — OPI, LA

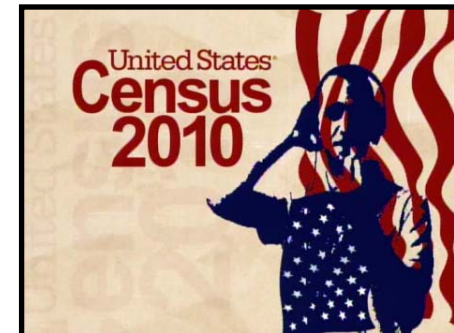
“It’s geared toward the younger crowd. The music, and the beat, and the DJ.” — OPI, LA

“It speaks to everyone, not just the young.” — Native Hawaiian, Honolulu

“I am middle-aged, and I like it.” — Native Hawaiian, Honolulu

- The overall tone and graphic style of the execution reminds several of the Obama “Vote for Change” campaign.

“It reminded me of some kind of Obama campaign...from the last elections.” — OPI, LA



MAYA
GROUP

“Forward” delivers a clear message of participation, but some details are overpowered by the music and graphic style.

- The message is upbeat, and speaks of personal involvement, responsibility, and making a difference in your community.

“What caught my eye was the being part of a movement. I mean, it’s just like you’re being responsible, like socially responsible, at least in some way. You’re contributing in some part.” — OPI, LA

“I like how they said it’s in our hands...It’s letting you know that it’s up to us.” — OPI, LA

“It’s short and to the point. The message wasn’t hard to understand. (WHAT WAS IT?) Get involved, participate.” — OPI, LA

“It encourages us to participate.” — Native Hawaiian, Honolulu

“Changes don’t happen unless we fill it out.” — Native Hawaiian, Honolulu

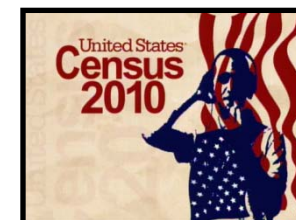
- Information about how Census data is used (e.g., to improve schools, healthcare) is appreciated, but some feel these details go by too quickly and/or are overpowered by the music and graphics.

“I liked that it told you what services the Census impacts.” — Native Hawaiian, Honolulu

“There’s too much visual, music, so it went in one ear and out the other.” — Native Hawaiian, Honolulu

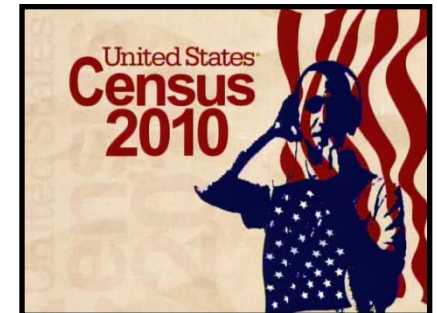
“Some of the parts I didn’t like about it was, there were a lot of clips that were focused on the guy, the DJ, and singing. I mean, it’s cool to have it maybe once or twice, but it seemed like they could use those clips better, put more information into it.” — OPI, LA

“I like how they were letting you know what it’s actually for, and I do think that they should have maybe said that once more, but I did like it...(They should) slow down just a little bit on that part, because it says something about, we need it for schools and healthcare.” — OPI, LA



Considerations prior to final production.

- This execution will likely breakthrough the clutter and is effective at speaking to a younger audience (though it will likely capture the attention of some older viewers as well).
- So much attention is focused on the music and graphics that some details about the Census are “lost.” The Census should consider incorporating more information and visuals about what Census dollars are used for, or repeat the existing message more than once.
- Directing viewers to a Web site to interact with the Census and get more details will further engage them in the overall process.
- Tying this execution to digital Census initiatives and other Web 2.0 venues (MySpace, Facebook, Twitter, etc.) could be another way to engage younger audiences.



“Beyonce” TV (A)

Attention-getting and upbeat, but with concerns about appropriateness for the Census.

- The “Beyonce” TV spot, shown to the OPI Honolulu group, receives mixed reactions. A small number were positive, feeling that the execution helps create awareness of the Census.

“Beyonce is challenging you to participate, because it’s your right, to have a voice. It’s a good idea for the Census.” — OPI, Honolulu

“It helps build awareness.” — OPI, Honolulu

- Others feel the execution is too contrived, hard to understand, does not convey the importance of the Census, and does not speak to them as Pacific Islanders.

“I didn’t like it, it seemed fake. — OPI, Honolulu

“It’s not realistic.” — OPI, Honolulu

“This doesn’t convey the importance of the Census.” — OPI, Honolulu

“Beyonce does not speak to me.” — OPI, Honolulu

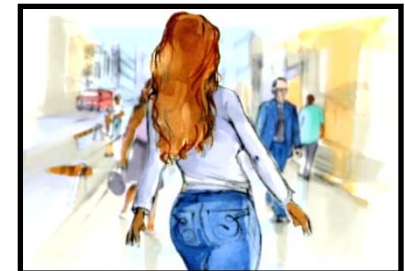
- The execution is assumed to be targeting a younger audience, with a message of participation.

“It’s trying to get your kids to tell you to fill it out.” — OPI, Honolulu

“It’s geared toward the younger generation.” — OPI, Honolulu

“Superstars are doing it, and so should you.” — OPI, Honolulu

“It’s to see how many of us there are, to get the funds. It’s for our own benefit.” — OPI, Honolulu



Considerations prior to final production.

- Because reactions are quite mixed, the Census may want to carefully consider whether or not to move forward with this concept.
- Beyonce is a positive role model for many, but her overt sexiness and the confusing storyline are a disconnect with the U.S. Census and the underlying community-oriented message.
- If Beyonce is a chosen spokesperson, she will likely have increased credibility if utilized in a more serious manner — perhaps something more like a public service announcement format.



“Groundhog Day” TV (A) — BB-R

A hopeful message of change, but somewhat difficult to believe.

- The message of “Groundhog Day,” that participation in the Census can help bring positive change to your community, is hopeful and positive.

“It’s important to fill it out, to make improvements to your community.” — Native Hawaiian, Honolulu

“It’s the possibility of what the Census can do if filled out. It creates hope.” — OPI, Honolulu

“I like how they show nothing changes, until you take action.” — Native Hawaiian, Honolulu

“I like that it shows the difference it can make.” — OPI, Honolulu

“I think the key to having people fill out the Census is showing them that they can change things in their own neighborhood, and that’s why I liked it.” — OPI, LA

- While participants feel that “Groundhog Day” communicates an important message, many dislike the way that message is expressed. Some feel that changes based on the Census do not come about as quickly as the execution suggests. Others find it difficult to believe the Census is engaged at a “community” level.

“It’s unbelievable, it’s not how the Census really works.” — Native Hawaiian, LA

“There’s things that need to be changed, and in order to help get them changed, filling out the Census, the government getting that information helps that. But it was just too unrealistic in the sense that we all know change doesn’t happen that quickly and easily.” — OPI, LA

“I don’t think anyone honestly believes that because of sending that form in, all that would happen.” — OPI, LA

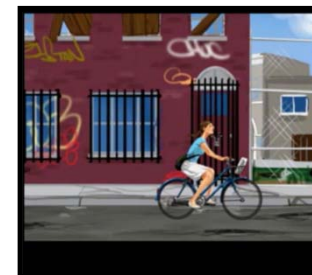
- Some feel the execution is unengaging and takes too long to get to the point. One noted that without narration, he may not have noticed that the woman was continuously riding through the same neighborhood.

“It’s boring. It loses my interest in the first five seconds.” — Native Hawaiian, Honolulu

“It’s too slow to get to the point.” — OPI, Honolulu

“Without that narration, I don’t think people would actually be able to put that together. It was a combination of the narration, with the images, and then at the end, it all came together.” — OPI, LA

“It’s unclear at the beginning.” — Native Hawaiian, LA



To some, the locale gives the impression that the execution is targeting someone other than themselves.

- To several, the locale suggests that the execution is targeting someone else, such as a lower socioeconomic group, or (in Honolulu) a community on the mainland.

“The only mailbox they had was in the ghetto?” — Native Hawaiian, Honolulu

“I couldn’t identify with the environment. This seems to say we would see a lot more change on the mainland, rather than here.” — Native Hawaiian, Honolulu

“It’s geared to a lower socioeconomic group.” — Native Hawaiian, LA

“It makes it look like a run-down community, and I don’t believe the Census changes it.” — OPI, Honolulu

- A few learned something new from “Groundhog Day,” (what the Census form looks like, and that it can be mailed), but for most, the execution contains no new information.

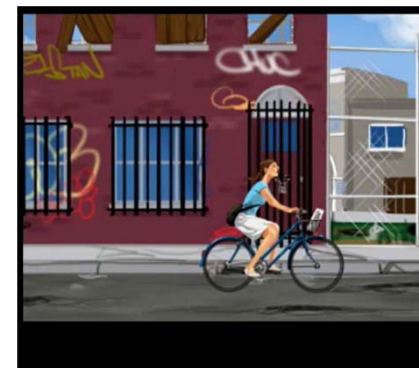
“I didn’t know you could mail it in. For some reason, I thought people just...came to the door, only.” — OPI, LA

“It does not tell me what the purpose of the Census is. If I don’t know about the Census, this is not useful.” — Native Hawaiian, LA



Considerations prior to final production.

- Keeping this execution interesting will be the priority in final production. Keeping attention throughout the spot will be necessary for communicating the “same old, same old message”; otherwise, the execution may be more confusing than intriguing and viewers may lose interest altogether. It’s difficult to say how well this execution will work without the voiceover explaining the plot along the way. Adding more distinct visual cues to the background, or audio cues to the soundtrack (such as the music abruptly stopping/starting each time she begins back at the same point) may enhance understanding.
- Consider ways to help make the execution more believable. Perhaps showing stages of the progress (rather than a community that looks brand new) may be more believable. Even mentioning the Web address at the end with an invitation to “stop by the Census.gov Web site to learn more about how the Census can help your community” might add credibility.
- Because of the graffiti and bars on the windows the execution is believed to be speaking to urban dwellers and/or those living in less economically sound areas. A version of the execution could also be created to target this audience by simply making adjustments to the surrounding scenery.



“Talk Story” Print (A)

The visuals catch attention but are more relatable to Native Hawaiians than Other Pacific Islanders.

- The visuals in the “Talk Story” print executions are attention-getting. The images are received more positively by Native Hawaiians, who feel a sense of pride in seeing their heritage reflected in the executions. The hula dancer, a symbol of Hawaii, is a more positive image than Sunny Garcia, who was noted to be in prison (for tax evasion). It is not necessary for all persons shown in the executions to be someone identifiable, as someone without a “known” story can be more engaging.

“Having a native Hawaiian in the execution catches my attention.” — Native Hawaiian, LA

“The native Hawaiian talks to me.” — Native Hawaiian, Honolulu

“It’s targeting Native Hawaiians to fill out the Census.” — Native Hawaiian, Honolulu

“I like some people to be identifiable, but not all are necessary.” — Native Hawaiian, Honolulu

- The visuals are less effective at connecting with Pacific Islanders, as this audience is less likely to see themselves reflected in the executions. One thought the man featured looks more Japanese, and the woman’s expression was described as “sad” or “sorrowful.” A few said the female model’s pensive expression reminded them of executions they have seen for substance abuse. Some feel the visuals are simply too dominating; others suggest that showing a family or diverse groups of individuals would be more compelling and better reflect the idea of “our story.”

“This is very general, like I can’t tell it was targeting Pacific Islanders. If you don’t look at the small print, it seems like it’s for everybody.” — OPI, LA

“If you have an everyday person in the forefront and then the ancestry in the background, and then it kind of shows, look how far...we’ve been.” — OPI, LA

“She looks so sad.” — OPI, LA

“I don’t even read the message. I’m already looking at the picture of the girl. I’m like, oh, that’s another drug message.” — OPI, LA



The headline and body copy in “Talk Story” create some confusion.

- There are several elements related to the text that detract from the execution.
 - The headline (“my story”) does not provide any information about what the execution is about, and is incongruent with the body copy (“our story”). Some would prefer to see “Today I will tell our story” as the headline, accompanied by a family or group photo.

“Just the wordings on the top doesn’t even tell nothing.” — OPI, LA

“It seems like the top part is ‘I, I.’ The bottom part is ‘we, we, we’...That’s incongruent.” — OPI, LA

- For some it is difficult to relate “talking story” to the Census because they feel talking story is much more complex and personal than population counts and demographic data.

“I want it to say, ‘Today, I want to be counted,’ rather than, ‘I want to tell my story.’” — OPI, LA

“How does filling out the Census tell your story?” — Native Hawaiian, Honolulu

“‘Stand up and be counted’ would be better.” — Native Hawaiian, Honolulu

“The Census is less about telling a story, and more about making a difference.” — OPI, LA

- Saying “We now have a tool” is not accurate, since the Census has been around a long time. Also, these individuals have used other methods throughout time to tell “their” story, not the Census.

“It says, ‘we now have a tool.’ The tool’s always been there. There’s always been a Census.” — OPI, LA

“‘We now have tools’ is not believable. We know our story without the Census.” — OPI, Honolulu

- The body copy is too small and may be overlooked. A few even referred to the body copy as the “small” or “fine print.”

“The text...kind of looks like fine print. Maybe put it in bold or something.” — OPI, LA



“Talk Story” provides little information about what the Census is about.

- The message in the “Talk Story” executions is considered to be “We/everyone need(s) to be counted.” As an awareness execution, it is a reminder of the Census. While the message is positive and understood, it is not particularly informative.

“It’s targeting Native Hawaiians to fill out the Census.” — Native Hawaiian, Honolulu

“Just having your voice heard...or letting people know we’re here.” — OPI, LA

“It says you as an individual are important, not just all Native Hawaiians. I didn’t learn anything new.” — Native Hawaiian, LA

“After reading it, I say ‘where, how, why?’” — Native Hawaiian, LA

“It doesn’t inform you what the Census is all about.” — Native Hawaiian, LA



Considerations prior to final production.

- The visuals are attention-getting, but the executions are more likely to draw the reader into the body copy if the visual were of an immediately recognizable figure or someone from their own culture. Sunny Garcia, however, may not be the best role model for the Census.
- The headline (“*My story*”) and body copy (“*our story*”) are not consistent and reduce understanding. A headline that states “*Today I will tell our story,*” accompanied by a family or group photo, would appeal to many.
- The idea of how their “story” will be told by the Census is unclear when the role of the Census is more about being counted. Perhaps a better way to state this is (as one suggested), “*Today, I want to be counted.*” Likewise, saying we *now* have a tool is confusing and inaccurate, when the Census has been around a long time.
- The body copy, which contains the only information about the Census in the execution, is too small and may be overlooked or dismissed as “fine print.”



“Celebration” TV (M)

Captures attention but the visuals and pace overpower the message.

- “Celebration” is a visually stimulating execution that captures attention through its imagery and fast pace. Many, particularly the Native Hawaiians, appreciate seeing their heritage reflected in the execution.

“I like the pace.” — Native Hawaiian, LA

“It catches my attention.” — Native Hawaiian, LA

“It’s great, shows our heritage.” — Native Hawaiian, Honolulu

“It’s purely focused on Hawaii.” — Native Hawaiian, Honolulu

“I just thought ‘home.’” — Native Hawaiian, Honolulu

“These are my neighbors and some of my relatives.” — Native Hawaiian, Honolulu

“It makes Islanders proud.” — OPI, Honolulu

“No worry about races. We are united as Pacific Islanders.” — OPI, Honolulu

- Viewers are so focused on the visuals that the message is often missed altogether. Some are unsure how this display of their heritage is linked with the Census.

“It does not encourage me because I don’t hear the message.” — Native Hawaiian, Honolulu

“I miss the message. They have to make the narrator more prominent.” — Native Hawaiian, Honolulu

“I don’t know (the message). It went by too fast.” — OPI, Honolulu

“I miss the message because I was taken up in the events and pictures.” — Native Hawaiian, Honolulu

“It lost me.” — OPI, Honolulu

“I couldn’t associate the Census with this execution. You don’t even know it until the end.” — Native Hawaiian, Honolulu

“It doesn’t say the Census is important.” — Native Hawaiian, LA

“We are proud of our heritage, but I’m not sure of how that correlates with the Census.” — Native Hawaiian, LA

“It doesn’t show what the Census does.” — OPI, Honolulu



The NHOPI audience would like to see more modern images of themselves reflected in the campaign.

- To several, the execution appears to be more of a Hawaii tourism execution than one for the Census. There are some, particularly in the OPI Los Angeles group, who feel the execution propagates stereotypes of island culture (i.e., a luau + dancers = Pacific Islander).

“It looks like a vacation execution.” — Native Hawaiian, LA

“It looks like an execution for our cultural center until the end.” — Native Hawaiian, LA

“It’s like someone just...took a whole bunch of pictures, and this is what represents the Pacific Islanders...This is an advertisement for us to take a tour of the Pacific Islands.” — OPI, LA

“As a Pacific Islander, all I see is hula dance. It’s patronizing.” — OPI, LA

“This is stereotyping, if you ask me. You want an islander, you go get someone to dance, then you’ve got yourself an islander. Just do a luau... That’s all we do. We just sing and dance and jump around.” — OPI, LA

- In place of these traditional images, several say they would like to see themselves, and their needs, reflected in “everyday,” contemporary America. Ideally, a range of Pacific Island ethnicities (Hawaiians, Samoans, etc.) would be represented.

“If they show everyday people, who are from the Pacific Islands, in everyday America, like maybe not all dressed in the cultural garb, but just maybe even in the urban cities, or just experiencing everyday life in America (it would be good). — OPI, LA

“I want to see more contemporary images.” — Native Hawaiian, LA

“They should show the present and future, too, not just the past.” — Native Hawaiian, LA

“I’m proud to be Polynesian, I’m proud to be a Pacific Islander. But lumping us all together like that, I don’t even know... You’d show that to the white community, they’d be like, oh, wow, they’re all the same people.” — OPI, LA

“It would be great if they showed our needs, too...If they thought about what Pacific Islander needs are, in the concerned communities, maybe they can also show that, instead of just dancing and you being happy.” — OPI, LA



Considerations prior to final production.

- The image and pace effectively capture attention, but overpower the message. A stronger link between these images and the Census needs to be created. The Census may also consider slowing down the visuals, so attention is not so focused on following the transitions that the message is missed altogether.
- While the execution appeals to the heritage of Pacific Islanders, the message is very general (though usually missed); it does not provide the basic, relevant information about the Census that is needed by this audience.
- Though Pacific Islanders like seeing their culture represented, the visuals are too focused on Hawaii and on traditional images. Many want to see their own ethnicity, and own modern cultures, reflected in the campaign. Perhaps the execution could be restructured as more of a timeline that brings in some contemporary images of Pacific Islanders in modern society, to underscore the theme of “generations” and moving forward.
- Consider switching ‘Celebration’ to the awareness phase of the campaign as it better meets the objectives at that level.



“Frank” TV (M) — AA

A clear and relevant message with a universal feel.

- The “Frank” TV spot has a clear, relevant message. Attention builds as Frank moves into the street and mingles with his diverse neighbors. Some respondents react very positively to this execution.

“I loved it, it’s straight to the point.” — Native Hawaiian, LA

“It’s corny, but it gets my attention.” — Native Hawaiian, LA

“It’s a fun commercial.” — Native Hawaiian, Honolulu

“It was a great message.” — OPI, Honolulu

“I love it! This will catch my eye, it’s so bad it’s funny.” — Native Hawaiian, LA

“It’s good to build the enthusiasm” — Native Hawaiian, Honolulu

- Many like seeing the diverse group of ages, ethnicities and vocations, which gives the execution an inclusive, universal feel. A few feel the crowd could be made even more diverse.

“I liked the diversity of the people, the vocations.” — Native Hawaiian, LA

“It speaks to everyone, it’s inclusive.” — Native Hawaiian, Honolulu

“(I liked) the connections to how that is connected to the community. I think that everyone is connected through the Census, and somehow, some way, you’re helping your fellow neighbor by participating.” — OPI, Honolulu

“Everybody was white, where are the blacks, the Orientals?” — Native Hawaiian, LA

“It doesn’t speak to Hawaii specifically.” — Native Hawaiian, Honolulu



MAYA
GROUP

New, relevant information helps viewers better understand the Census and motivates them to participate.

- The message is understood to be that participation can affect change in your community. Some new, motivating information is presented.
 - “10 Questions in 10 minutes” suggests the Census is quick and easy to complete. A few contrasted this message with “Talk Story,” which (to them) suggests a more extensive effort.

“It tells me it’s easy to participate.” — Native Hawaiian, LA

“I like how he said that it’s ten questions, quick questions that take ten minutes, because I thought it was more of a big, long drawn out thing.” — OPI, LA

“It definitely makes me more likely to participate.” — Native Hawaiian, Honolulu

“It means no excuse not to participate, anyone can do that.” — Native Hawaiian, Honolulu
 - Funding for hospitals, schools, etc. is important information. For some, “Frank” helps them visualize where Census dollars go, though others continue to have difficulty understanding how their answers are linked to spending for social services.

“I liked the second part of it. In talking about the different people you’re helping, it just didn’t focus on, like, it’s for hospitals, it’s for schools. It focused on the actual person itself, like the teacher and the doctor, and it kept going. I thought that was great.” — OPI, LA

“If we don’t fill out the Census, then we won’t have cops to protect us? Is that what it’s really about?” — OPI, Honolulu
 - “\$3 trillion” catches attention, though this number seems very abstract to some; \$300 billion may be more relatable.

“The money we get depends on how many of us participate.” — Native Hawaiian, Honolulu
- A few express skepticism about whether their community will receive much of the funding.

“Yeah, right, how much will we see?” — Native Hawaiian, Honolulu



Some feel the tone of “Frank” is overly exaggerated and unbelievable.

- Some did not like the “exaggerated,” “over the top” style of Frank. One said “Frank” reminded him of a Verizon execution.

“It’s shoving too much down my throat at once.” — Native Hawaiian, LA

“This is screaming at you.” Native Hawaiian, Honolulu

“It’s overkill.” — Native Hawaiian, LA

“The excitement is not believable.” — Native Hawaiian, LA

- To a few, “Frank” feels long. The beginning of the execution, with Frank sitting at the kitchen table, is not as engaging as the second part of the execution, as the gathering crowd follows Frank to the mailbox and his enthusiasm grows.

“It started really slow.” — OPI, LA

*“Maybe he shouldn’t start at the table by himself. Maybe they should already have him walking down, mailing the Census.”
— OPI, LA*



Considerations prior to final production.

- Though some feel the execution is “over the top,” “Frank” succeeds in several ways. The execution helps viewers visualize where Census dollars go, which to many, is new and motivating information. Some still need a more direct explanation about how their answers translate into spending for social services.
- “Ten questions in ten minutes” attracts attention and encourages participation by suggesting that the Census is fast and easy to complete.
- “Three trillion dollars” also catches attention, but is such a large number that it may be too abstract to be meaningful; “three hundred billion dollars” is more relatable for this audience.
- The execution starts slow but interest builds throughout. It is difficult to say how the execution will be perceived without the beginning narration, which contributes to the perception that the execution feels “long.” To capture interest at the start, Frank should start moving soon after the execution begins.



“Ohana” Print (M)

The message resonates with this audience, but the visuals do not capture the essence of “*ohana*.”

- The message of the “Ohana” executions, that the future of the next generation is in your hands, resonates with this audience.

“It focuses on a new generation.” — Native Hawaiian, Honolulu

“What you do today will effect the next generation.” — Native Hawaiian, Honolulu

“The one with kids reminds me that I am responsible for my children’s future.” — Native Hawaiian, LA

“It’s for our family’s sake.” — OPI, Honolulu

“I think that’s one thing (family) that we all kind of have.” — OPI, LA

- While the message captures attention, many feel the visuals do not match the text. These respondents feel the images should reflect large, extended families, which is what they think of when they see *ohana*. The current visuals are not compelling to this audience.

“The text is about family, but the pictures don’t match this.” — Native Hawaiian, LA

“We need to see generations to make sense (of ohana).” — Native Hawaiian, Honolulu

“I’d like to have an adult in there to make it clear that filling it out helps generations.” — Native Hawaiian, Honolulu

“It refers to family, but there is no man there.” — OPI, Honolulu

“(I would like to see) more like an extended family, not just like a four person family.” — OPI, LA

“When I think of my family, I think of our fiestas. I think of our gatherings, not just like me and my mom and dad and brother.” — OPI, LA



The use of the Hawaiian word “Ohana” leaves some Other Pacific Islanders feeling excluded.

- While Native Hawaiians appreciate the use of their native language, it leaves some other Pacific Islanders feeling the execution does not speak to them. These respondents suggest that the word “ohana” be replaced with “family,” “children” or even “islands,” to make the execution more relatable.

“The headline draws me in. It speaks to me as a Native Hawaiian.” — Native Hawaiian, Honolulu

“‘Ohana’ is Hawaiian, it doesn’t relate to me.” — OPI, Honolulu

“‘Ohana’ is a Hawaiian word. What about (other languages)?” — OPI, LA

“The only reason I knew what Ohana is, is because of that Lilo and Stitch cartoon.” — OPI, LA

“I remember that word. I’m like, where have I heard that?” — OPI, LA

“It should say ‘for our children or family.’ ‘Children’ really speaks to us.” — OPI, Honolulu

- There are mixed reactions to the line “It is time to tell our story.” Some feel it is saying “let our voices be heard” and is a nod to the island tradition of storytelling. Others feel that the idea of the Census is to *counted*, and “story” does not fit in this context.

“I think they are using ‘story’ because they know that it’s so big. Our culture is based a lot on story telling in various ways.” — OPI, LA

“The Census is not a storytelling process. It’s a counting system.” — OPI, LA



Considerations prior to final production.

- The *concept* of “Ohana” resonates with Pacific Islanders, but using a Hawaiian word to communicate that idea may alienate other Pacific Islanders. “Our family,” “our community,” or “the next generation” would be more relatable to non-Hawaiians. The Census could also consider using different ethnic terms in different executions.
- The word “ohana” refers to the large, extended family that spans multiple generations and may even include close friends. The executions would make sense to this audience if such a visual were featured in the executions. In fact, all Pacific Island groups would find a multi-generational gathering to be more relevant and appealing.
- Readers struggle with the connection between telling “our story” and the Census, since the Census is about numbers, not stories. Saying “*it’s time for us to be counted*” would be a more accurate statement.



“Voice My Pride” Print (M)

Words and images strongly connect to this audience.

- Many have a strong, positive reaction to the “I am Proud” print executions.
- The words and images capture attention and make a powerful statement that resonates with this audience; it connects to them on a personal level.

“The pictures are great and the tagline is way better. The color scheme is very grounding. I can see my grandfather here.” — Native Hawaiian, LA

“The picture of the tutu-man brings on much emotion. It makes me realize what we have been through as a people.” — Native Hawaiian, LA

“I love it. It speaks volumes for Native Hawaiians and other nationals.” — Native Hawaiian, Honolulu

“The words struck a major chord—it gives me chicken skin.” — Native Hawaiian, Honolulu

“This is very personal. It touches your heart, you know, a very personal message.” — OPI, LA

- The message, that the Census is for everyone, is clear and direct.

“It’s very clear, direct and focused.” — OPI, LA

“I think it’s very direct. It hits me, as a Pacific (Islander). I’m proud. We must always be proud in terms of our heritage and our people. I think that says it all right there.” — OPI, LA

- The executions feel more inclusive; many can relate to them.

“It’s very inclusive with this oriental woman. Very cool.” — Native Hawaiian, Honolulu

“The wording here is more direct towards me. It’s something I can relate to.” — OPI, LA

“I like it. I think it’s something everyone can identify with. Every type of Pacific Islander.” — OPI, LA



The executions are highly motivating.

- The executions are motivating and encourage participants to discuss the Census with others.

"I can relate to the pride and it makes me want to go out and get others to participate." — Native Hawaiian, LA

"It's more of a call to action. It instills value in your heritage." — Native Hawaiian, LA

"They are strong words, it makes you want to participate." — OPI, Honolulu

"I like the language and I like the personal images. It makes me want to participate." — Native Hawaiian, LA

"It encourages you to move forward and do something. Make a stand and voice your opinion. It gives you an extra push now." — OPI, Honolulu



More diverse, modern images are requested by some.

- Though many find these executions highly appealing, some are less positive.
 - A greater variety of Pacific Island ethnicities is desired.

"I feel left out—where is the Hawaiian?" — Native Hawaiian, Honolulu

"You know what I think would be really great? To have types of Pacific Islanders in the background, and maybe one person standing in the forefront, but just everybody in the background represented." — OPI, LA

- Many Pacific Island cultures are more focused on the group than the individual; some would prefer to see a group or family represent them than a single person.

"When it comes to Pacific Islanders, in our...cultures, it's a pluralistic 'we' kind of thing. We are not a singular type of system...It's always safe to depict families, communities, group—I think it's always safer that way." — OPI, LA

- Some tire of seeing their culture depicted in traditional dress, and would welcome more modern images of Pacific Islanders in "everyday" clothing.

"(I'd like to see) ordinary people in regular clothes. We don't always wear the traditional outfits...I think it's a striking image to see everyday people, because I think, for some people, when they see...Pacific Islanders walking around, I think it's kind of like a surprise, like, 'Oh, you exist...And you're not in this hula skirt.'" — OPI, LA

"It's the stereotype." — OPI, LA

"The problem I have with those pictures is, they look too much like National Geographic." — OPI, LA

- With the dominant visual, the Census logo may be easily overlooked in the execution.



Considerations prior to final production.

- The “I am Proud” print executions succeed on several levels. Audiences find a personal, emotional connection to the words and images. The executions are inclusive so many can relate to them. The message is easily understood and highly motivating.
- When producing these executions, the Census will need to ensure that a range of ethnicities are featured. This can be accomplished through individual executions in the series, or a single execution with an individual in the forefront and a large, diverse group in the background.



“Numerator” Print (N)

Reactions to “Numerator” is mixed, both in terms of the campaign itself and to the concept of a Census Taker coming to your door.

- Some, mostly Native Hawaiians, like the verbiage and use of the “talk story” phrase, which is a reflection of their native culture.

“I like the idea of ‘talk story,’ we use this. He should be labeled ‘Uncle Keilani,’ because he is quite old.” — Native Hawaiian, Honolulu

“It makes it more Hawaiian.” — Native Hawaiian, Honolulu

“I loved it, the verbiage is beautiful.” — Native Hawaiian, Honolulu

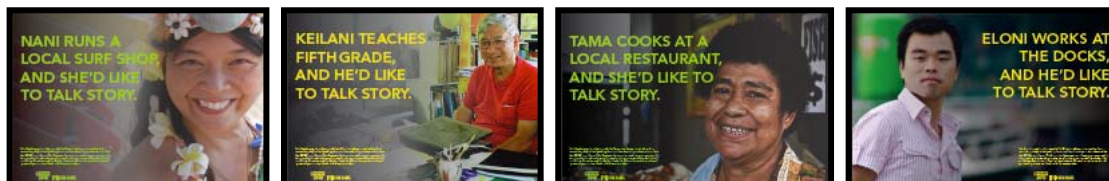
- Others find the use of “talk story” less appealing.
 - The pidgin English in the headline, followed by standard English in the body copy, seems “unrealistic” and “forced.”
 - The Numerator are coming to collect information, not “rap,” which makes its use seem even more contrived.
 - It is a Hawaiian term, leaving other Pacific Islanders feeling excluded.

“It says, ‘talk story,’ but then (it’s followed by) perfect English. It seems forced and not realistic.” — Native Hawaiian, Honolulu

“I don’t like it. Because she’s not coming to your door so they can hear your story. They’re coming to the door so you can fill out the Census.” — OPI, LA

“This is Hawaiian phrasing when they say, ‘talk story.’ That means you just want to sit down and rap with them.” — OPI, LA

“The problem is, not everyone’s Hawaiian — that’s a Pacific Islander.” — OPI, LA



The executions do not explain why a Census Taker would come to your door, leaving many confused.

- After reading the execution, some are left confused about when or why a Census Taker would show up at their door, since all previous campaign refers to mailing in the Census form. Some say that this feels “intrusive,” and makes them less likely to participate. There are also some concerns about confidentiality and safety.

“This is a little bit confusing because we talked about, in the other execution, about mailing your Census. And this one says, ‘Send your answers back with the Census Taker. So, I don’t know, which is which.’” — OPI, LA

“It makes me not want to do it, if someone is coming by.” — Native Hawaiian, Honolulu”

“They’ll need to have a lot of identification.” — Native Hawaiian, LA

“I think of the confidentiality and that. You might have family members that are from the island that are immigrants, or maybe have overstayed their visa, right? So, they’re not going to want to have someone from the Census come over, someone from the US government come to their home and start counting. I don’t think they’re going to be too open to want to share that.” — OPI, LA

- If a Census Taker were to come to their home, someone from their community and ethnicity is preferred.

“They’re saying that the Census is going to have Pacific Islander people coming to your door, as opposed to another race.” — OPI, LA

“It would be helpful if they came from your community. Maybe have them come to a community center instead.” — Native Hawaiian, LA

“It’s better if it’s someone that is of our own community, than someone from the mainland in a suit.” — OPI, Honolulu

- If the visit were framed in the context of *helping* people complete the Census form, the idea is less threatening.

“I like the idea that people come to the door, for elders especially.” — Native Hawaiian, LA

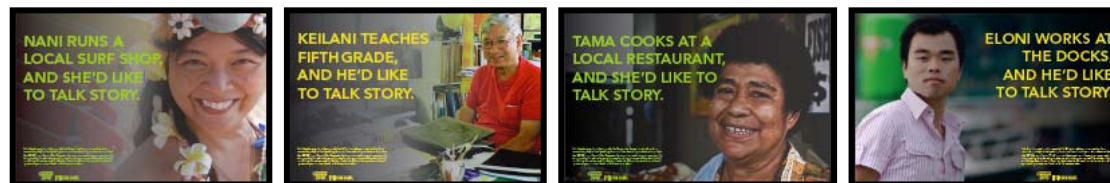
“I like the language of assisting people.” — OPI, Honolulu

“It’s good for people who can’t read English or have questions.” — OPI, Honolulu



Considerations prior to final production.

- The use of “talk story” is very Hawaiian-centric, leaving Other Pacific Islanders feeling excluded. Even among Hawaiians, the use in this context does not make complete sense, since collecting data is not the same as sitting down and “rapping” with someone. Further, the body copy does not follow the casual style of the headline, making an awkward transition. The Census should reconsider use of this headline, or, at the very least, use another term for the executions directed toward Other Pacific Islanders.
- The conditions under which a Census Taker would come to your door needs to be clarified. The message that a Census Taker would come to your home is inconsistent with all previous campaign in the campaign, and is perceived as somewhat intrusive. Explaining why a Census Taker would come, and that they would be someone from their own community (if applicable), makes the process appear less threatening. The Census may also wish to consider offering US residents the option of going to a community center to receive assistance on completing the Census form.



Both taglines are seen as fitting with the campaign.

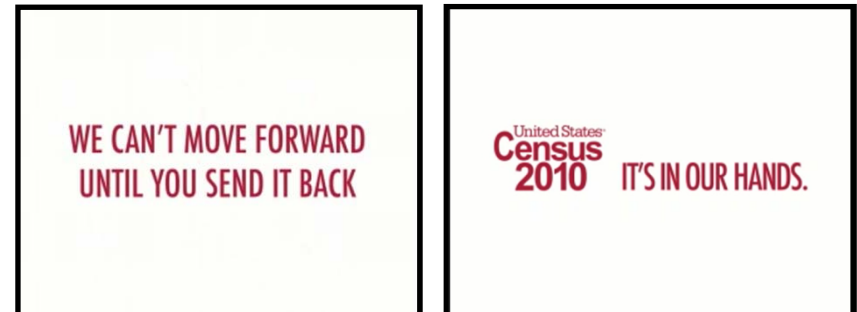
- “We Can’t Move Forward Until You Send It Back” is well-received by most.

“I like this. It speaks to progression, a race of people with a stake.” — Native Hawaiian, Honolulu

- “It’s In Our Hands” says “the outcome is up to you.” “Our” refers to all ethnic backgrounds.

- *“It’s in our hands”* is a little confusing to some for whom English is a second language. Saying *“The Census is in our hands”* is more understandable.

“What’s in our hands? That’s what I want to know.” — OPI, Honolulu”



Chapter Three: American Indian/Alaska Native Audiences



This chapter covers the American Indian and Alaska Native market segments.

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

Eight sessions were conducted in six cities with a total of 136 participants. Four electronic data collection (EDC) sessions employing Maya Group's "quali/quant" methodology were conducted with American Indians in Phoenix (AZ), Hogansburg (NY), Hollywood (FL) and Pierre (SD). Two EDC sessions were conducted with Alaska Natives in Fairbanks and two "qualitative-only" sessions were conducted with Alaska Natives in Nome.

#	City	# of Participants
1	Phoenix	15
2	Hogansburg	23
3	Hollywood	8
4	Pierre	24
5	Nome	12
6	Nome	10
7	Fairbanks	22
8	Fairbanks	22
		136

Ethnic Background	# of Participants	% of Total
American Indian	70	51.5%
Alaska Native	66	48.5%
	136	100%

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights the total number of participants representing each mindset in the AI/AN market segment, for which the primary mindsets were Leading Edge, Unacquainted and Cynical Fifth.

Mindsets	Total AI/AN Sample (n)	% of Total AI/AN Sample
Leading Edge	40	29.4%
Head Nodders	49	36.0%
Insulated	18	13.2%
Unacquainted	14	10.3%
Cynical Fifth	15	11.0%
	136	100%

Quantitative data was segmented according to gender, age, income level, mindset and a number of other variables.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participant, feelings about the Census and likelihood to recommend participation to others

Note: A number of differences between segments are cited in this report (e.g., women feeling differently than men on a particular measure). Unless otherwise noted, such differences between segments (gender, age, income level, etc.) are significant at the 95% confidence level.

For the American Indian (AI) and Alaska Native (AN) segments, five television spots and six print “campaigns” from the three-tiered campaign phases Awareness (A), Motivation (M) and Non-Response Follow-Up (N) were exposed and rotated across markets.

Each print campaign consisted of two to four executions with identical text but different visuals. The executions exposed were as follows:

Television executions:

“Journey”	(A)
“Celebration”	(A)
“Drums”	(M)
“When I Look Back”	(M)
“Frank”	(M)

Print executions exposed by campaign & execution (with city):

“Strength of Our People” (A)

Four Versions:

1. Young man (Hogansburg; Phoenix)
2. Man in white hat/glasses (Pierre)
3. Woman with collar (Hollywood)
4. Man in cultural dress with carving (Fairbanks)

“Celebration of Being” (A)

Three Versions:

1. Women with numbers (Hogansburg; Hollywood; Pierre)
2. Daughter in tribal dress (Phoenix)
3. Man with head-dress (Fairbanks)

“Journey With Many Voices” (A)

Four Versions:

1. Elderwoman with baby (Hogansburg; Fairbanks)
2. Man on Horse (Pierre)
3. Three guys/church (Phoenix)
4. Young girl close-up (Hollywood)

“If I Don’t Say It, Who Will?” (M)

Four Versions:

1. Urban Indian (Hogansburg; Hollywood)
2. Woman with sheep (Phoenix)
3. Teepee on plain (Pierre)
4. Child on tundra (Fairbanks)

“You Know Them As” (N)

Two Versions:

1. Robert (Phoenix; Hogansburg; Hollywood; Pierre; Fairbanks)
2. Bugs (Hogansburg; Hollywood; Fairbanks; Qualitative Only—Phoenix)

“You’ve Seen Them” (N)

Two Versions:

1. Man & Boy (Pierre; Hogansburg; Hollywood; Fairbanks; Qual-Only in Phoenix)
2. Women in Shop/Diner (Phoenix; Hogansburg; Hollywood; Fairbanks)

The messages directed at the AI/AN audience create appreciation among viewers for acknowledging them as a people and as Americans. Many also appreciate seeing their culture and their traditions incorporated into the campaign. However, beyond this, there is a lack of emotional connection and lack of connection to Census information.

- In general, the executions are attention-getting and involving. Many feel a sense of pride in being addressed as a people (“my nationality counts”). Many feel an emotional connection with several of the Native American images.

“You hardly ever see ads for Natives.” — Pierre

“It just made me feel proud to be a native American and to be counted.” — Phoenix

- However, some feel there are stereotypes and that the cultural imagery is overdone and overly romanticized.
- The creative approach, with its cultural imagery, draws many into the executions. However, there is not enough specific information about the Census to allow the viewer to make the connection between what is being shown and what is being said about the Census.

“It’s more cultural, but not about how important it is (Census).” — Nome

“I liked it, but I don’t get it.” — Fairbanks

“I don’t remember the words. I remember the images.” — Hogansburg

- Many feel the executions come off as sad, somber, serious and boring.

“It makes me think the government isn’t interested in what they are promoting.” Fairbanks

- Several feel the executions are too traditional and not up-to-date enough. They want to see more balance with more images of contemporary, modern and current Indian people.

“The past is important, but the “now” and the “future” is more important. It’s overdone with culture.” — Pierre

“More natives in corporate America could be shown in the advertising. Put him in a suit and tie.” — Hollywood

- As mentioned, the executions lack enough specific information about what the Census is and what it does.

- Some feel the cultural imagery is being used as a device to get their attention, but then the substance of information is not delivered.

“The Census is very important; why isn’t there more information?” — Phoenix

“What is the Census? What will we get out of it?” — Hogansburg

“How will our voice count?” — Hollywood

“We need more information about the Census; what it does for you as an individual, your community, your tribe and all of America.” — Pierre

“How did we benefit from the last Census?” — Nome

Perceived key messages of the campaign motivate viewers to want to participate and be counted.

- Most understand the key messages about how important it is to be counted. But as mentioned, several feel they are missing important information and the reason why they should participate.

“It gives us ownership of the Census.” — Fairbanks

“How do we know how to help you unless you let us know.” — Pierre

- Regardless, primary take-away is that Native people matter and should have a voice. We need to “stand up and be counted; let our voices be heard.”
- Additionally, some see that their participation will have an impact on their communities and on the future of their families.

“Just what a big impact it has on future generations. That’s basically what I got out of the whole thing. The impact is now on our kids and grandkids.” — Hogansburg

- The Census is done every ten years and it is ten questions.

The campaign delivers some new information, but most clamor for more.

- There is resounding theme that people want more detailed information about the Census.

"It raised more questions for me." — Pierre

- Many are surprised and pleased to learn of the positive impact the Census can have on their community.

"I didn't know that they use it to disseminate funds to the different tribes. I didn't know that. I was a little bit surprised." — Hogansburg

- Other information that is considered "news" that comes from the campaign includes:

- Ten questions
- Ten minutes
- Every ten years

- Some want a Web site (or a toll free telephone number) to get more information and/or to participate.

- Once participants become aware of the Census and acquire a fundamental understanding of how they stand to gain, many become more interested in participating.

"If people could see all the ways the information is used and all the funding that is generated, they'd be more likely to participate." — Phoenix

For most, there is recognition that the Census is important, however then there is skepticism (distrust of the government) and unbelief; and then there is hope.

- The focus on AI/AN is encouraging. There is appreciation that “they’re paying attention to what are needs are.”

“Collectively, we need to let our numbers be known so we will be heard higher up.” — Pierre

“They need to know we’re still here.” — Fairbanks

- Most want more information about what the Census is, and does, and how dollars will be allocated. Many feel there is no evidence that they will see real benefits from the Census in their communities, but they still maintain that glimmer of hope.

“We need examples of how the money will impact us directly.” — Hogansburg

“It’s hard to believe the information gets to where it needs to go. it takes years.” — Pierre

“I don’t see any improvement from 10, 20 years ago. It doesn’t help us.” — Hollywood

“I disagree; it did help in my tribe. It is very critical.” — Hollywood

“If you can’t tell us how, it doesn’t matter.” — Phoenix

- Some feel that Native people are being stereotyped in the campaign. Although they appreciate being acknowledged and seeing Native people in the executions, they don’t want stereotypes perpetuated if the executions will also be seen by the general market.

“We’re all citizens of the U.S., so why separate us? — Fairbanks (in reaction to seeing the AN targeted executions).

“Lumping us all together can marginalize us again and it’s kind of insulting. Like you’re all just one big group.” — Nome

“After you see ad after ad, it becomes a little stereotypical.” — Phoenix

\$3 trillion dollars over ten years is a lot to swallow.

- Most find this dollar amount to be “enormous.” After discussion, most people net out that the actual dollar amount is not that important. The benefits are the more important piece of information.

“Lots of zeros.” — Phoenix

“It’s got to cover ten years.” — Hogansburg

“It’s unfathomable.” — Fairbanks

“The dollar amount confuses us. We don’t know what’s coming or going. It could be \$30 trillion.” — Hollywood

“Most people won’t even understand that.” — Pierre

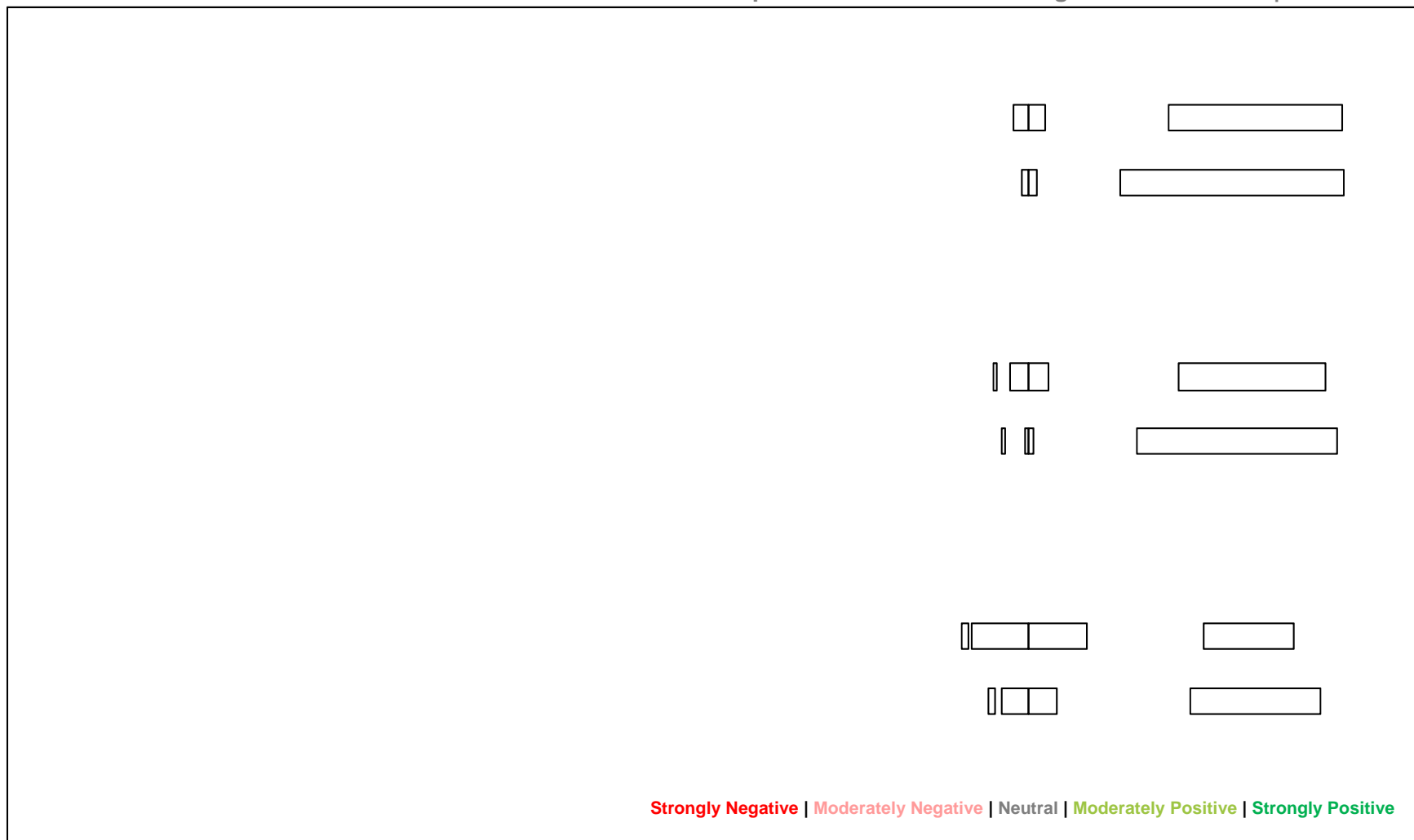
“For where and what and who? The whole U.S.? My community?” — Nome

For this audience, “general favorability toward the Census” shifts significantly higher after exposure to the campaign. “Likelihood to participate” and “likelihood to recommend participation” shift directionally higher.

- **General feelings about the Census** shifted *significantly* in a positive direction from 62% of participants to 80%.
 - 27% top box pre-measure (highly favorable) versus 39% top box post-measure; a 12% increase.
 - Males start out significantly higher than females on their pre-exposure feelings toward the Census (82% vs. 54%). In the post-measure, this significant difference disappears.
- **Likelihood to participate in the Census** was high to begin with among the AI/AN audience, with 89% of participants indicating they were probably or definitely likely to participate. This figure shifted directionally in the positive direction to 92% after exposure to the campaign.
 - 52% top box pre-measure (definitely will participate) versus 67% top box post-measure; a 15% increase.
- **Likelihood to recommend participating** to friends, neighbors and family members also shifted directionally to the positive after exposure to the campaign from 82% of participants before to 90% after.
 - 44% top box pre-measure (definitely will recommend) versus 60% top box post-measure; a 16% increase.

Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.

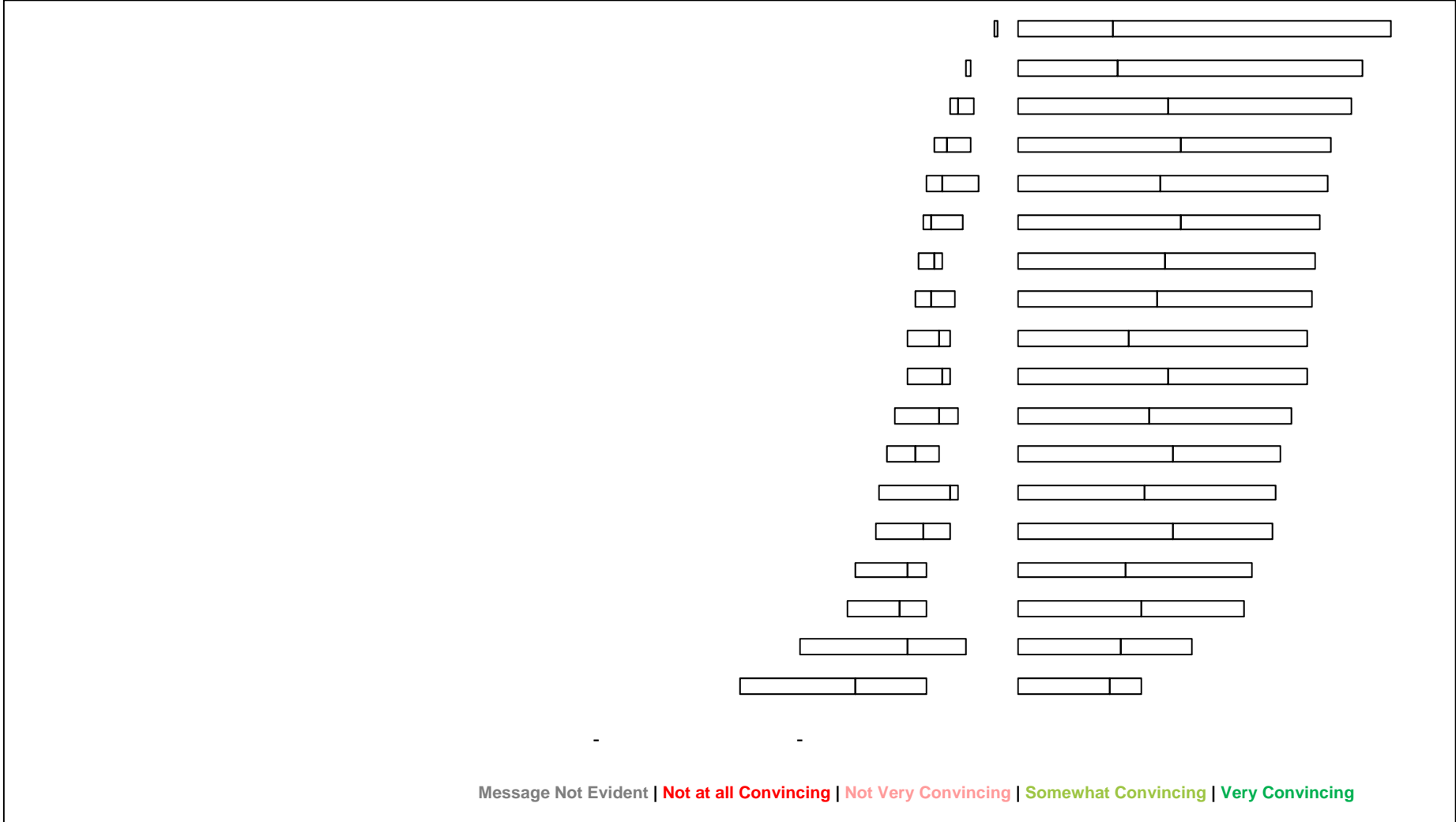
Pre- and Post-Exposure Measures of Feelings Toward Census | AI/AN n=114



Strongly Negative | Moderately Negative | Neutral | Moderately Positive | Strongly Positive

After being exposed to the campaign, participants were asked to indicate how convincing they thought the campaign was on the following series of aided communication messages.

Campaign Diagnostic Measures | AI/AN n=114



Message Not Evident | Not at all Convincing | Not Very Convincing | Somewhat Convincing | Very Convincing

This audience finds some of the stated messages to be convincing. However, there are other messages that several do not find so convincing throughout the campaign.

- Three quarters (75%) of the sample or more agree that the campaign convincingly conveys that it is important to be counted and that participation is easy and quick. Further, this same number of people also agree that participation in the Census has an impact on how funds are allocated to communities which can make things better for themselves, their families and their neighborhoods.
- There are others, roughly 17-30%, who are less convinced regarding the stated messages related to trust, confidentiality and their obligation to participate. This clearly says that these messages can be strengthened in the campaign.
 - Many of the diagnostic numbers across the various campaigns are relatively high. However, qualitatively we learn that many are sensitive to, and critical of, the style of delivery and the specific words used in many the executions. This has an affect on their willingness to be “convinced.”
- There is a somewhat emotional response to the statement that “the law requires everyone to fill it out.” Nearly half (41%) of the sample feel the executions were not convincing on this point and nearly a third (29%) did not get this message from the campaign.

“Life will move forward whether you fill it out or not.” — Fairbanks

“Will we stop surviving as Native people ... ?” — Nome

“You can’t make me do it.” — Nome

Campaign-level implications and recommendations...

- There is a need to provide more accurate details and information about what the Census is: process and benefits.
- “The past is important but the ‘now’ and the ‘future’ are more important.” Throughout the campaign, make more clear the linkage between the past (culture; tradition; heritage) and the present/the future (modern; professional; contemporary; today). That linkage being the role the Census can play in bettering life for families and communities .
- Throughout the campaign, there needs to be more balance between traditional, cultural imagery and illustrations of current, contemporary experience.
- Too much emphasis on the traditional, cultural iconography creates discomfort with many in this audience segment. Especially if the general market will be exposed to the same executions, many are uncomfortable with the potential for perpetuating cultural stereotypes.
- Confidentiality is a subject that is important and should be mentioned. However, the subject should not be over-emphasized to the point of creating a sense of paranoia. For some, there exists a level of distrust for the government which can be assuaged if addressed in a straightforward way.
- There is some confusion about the process. There needs to be clarity about when the Census form needs to be mailed in and when a Census-taker will come to the door. It is important and motivating to tell people that *if* they mail in the form, no one will come to their home.
- Show the Census form whenever possible. It is informative, motivating and illustrates its simplicity.
- Include a Web site address and/or a toll-free telephone number where people can go for more information or help.
- The \$3 trillion figure is huge and out of reach. Many in this audience segment say that hearing about the actual benefits is more meaningful to them than a dollar amount.

The “Celebration” TV spot is a fast moving, high energy execution presenting traditional and stimulating visuals that are involving and motivating.

- The execution shows “cool images” that show diversity and tradition. Further, the visuals demonstrate “unity” and “pulling together,” which creates a feeling of pride which is motivating for many.

“Seeing the different tribes; you don’t see that all the time.” — Nome

- The music is also attention-getting, “catchy” and “exciting.”

“I’d like to go dance with someone.” — Pierre

- **Message:** let your voice be heard; be part of your future; use the Census to benefit your community
- Some are uncomfortable with the many images of “braids and feathers” and describe them as “stereotypical.” They feel the execution needs more contemporary images and professional images — more “today,” more “updated.”

“It’s like all we do is pow wow.” — Fairbanks

“We want to see people who look like us now, not just then.” — Hollywood

“Show what we’re like today.” — Phoenix

- Some feel the execution moves too fast, presents too much, and is distracting from the message. And some feel the execution lacks information about the Census.

“It went so fast, I missed what they said.” — Nome

- For many the concept of the “celebration” is a disconnect with the Census.

“The Census is not a celebration.” — Nome

“I don’t understand why the government is promoting cultural values.” Fairbanks

“It didn’t tie into the Census for me.” — Phoenix

- Some Alaska Natives feel there is not enough Alaska imagery in the execution.

“Where are the Alaska Natives?” — Nome

“I would like to hear the word Eskimos; that would make it more local.” — Nome

- One person in South Dakota says that taking pictures at “ceremonies” is not done.

“We don’t take pictures at ceremonies.” — Pierre



“Celebration” continued ...

- “Celebration” **captures the attention** of virtually everyone in the sample (91%). The music and fast-paced visuals are involving and engaging.
- And the vast majority of the sample (80%) agrees the execution is **talking to them**.
- Just over a third of the participants (37%) agree the execution is telling them **something new**.
 - Interestingly, males are significantly higher than females on **the execution told me something new** (62% vs. 27%).
- There are some of the people (16%) who find something in the execution to be **confusing**. Likely this is due to the fact that some feel the execution moves too fast and they may have missed something.
- Only a very few (9%) find something in the execution **hard to believe**.
- Most of the sample (80%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 20% *agree* the execution has nothing to do with me or my needs. This is because some feel the imagery is too traditional and not up to date.
- The execution is successful at convincing most (82%) that they want to **encourage others** to participate in the Census. In fact nearly one third (30% top box) strongly agree with the statement.
- And again, the vast majority (84%) is left with a **good feeling** about the Census.



Diagnostic measures for "Celebration" are as follows:

Diagnostic Measures for "Celebration" | AI/AN n=99



Implications and recommendations for “Celebration” TV...

- Although the copy makes the link between the past and the future, most are not making the link. This may be due in part to the pace of the execution. Consider slowing the pace somewhat or reducing the number of images.
- Consider incorporating more contemporary images showing Native people in today’s dress and involved in today’s activities. Discussion reveals this would be more realistic for many viewers. It may also strengthen the link between “our past,” “our now” and “our future.”
- The relationship between “celebration” and the Census needs to be more clearly stated. The copy does not say it directly and therefore many miss it. For example, “by participating in the 2010 Census, we can celebrate our future.”



The “Journey” TV spot evokes positive memories for some and reminds all of the importance of their history and culture.

- Several mention that they too have memories from childhood that tie them to their ancestors.

“It made me feel close to my family.” — Nome

- The storyline illustrates that “our history matters”; “our culture”; “our way of life.”

“Our history matters; we matter; they want to hear from us.” — Nome

- Message:** determining funding for the community; important to participate

“If we fill out the Census, it (our heritage/traditions) will keep going on.” — Pierre

“If we are all counted, someone will hear us.” — Fairbanks

“If you do the Census your journey might be a little better.” — Fairbanks

- Some find the execution to be vague and lack clarity. They do not connect the concept of “journey” with the Census.

“It’s a bit too abstract.” — Phoenix

“How does it relate to Census? Why should we do the Census?” — Hogansburg

“What does my personal journey have to do with the Census?” — Pierre

“If I don’t know what it’s for I won’t do it.” — Nome

“It makes me feel good but not to do the Census.” — Nome

“It’s too much about the past.” — Hollywood

“Culture fits better than journey.” — Nome

- Again, a few Alaskans feel the execution “lacks enthusiasm” and is too AI and not enough AN.

“It’s boring. It makes me think the government isn’t interested in what they are promoting.” — Fairbanks

“I would like to see my own people in the ad.” — Fairbanks



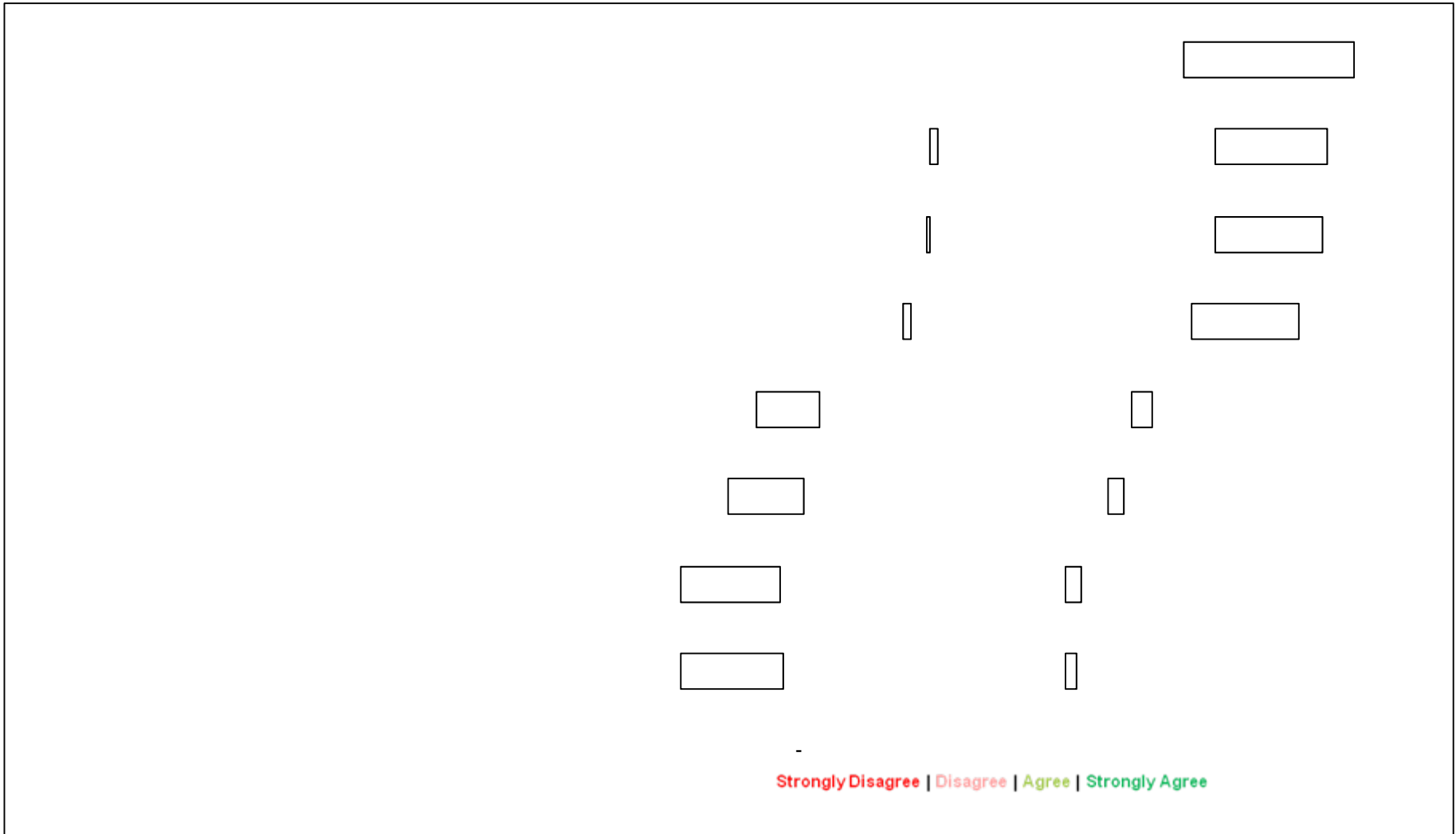
“Journey” continued...

- “Journey” **captures the attention** of most viewers in the sample (85%). Reminiscing engages the viewer.
- And just over three quarters of the sample (77%) agrees the execution is **talking to them**.
- A third of the participants (34%) agree the execution is telling them **something new**.
 - Those who were not born in the U.S. are significantly higher than those who were on **the execution told me something new** (63% vs. 32%).
- Some of the people (15%) find something in the execution to be **confusing**.
- There are some people (16%) who find something in the execution **hard to believe**.
- Most of the sample (80%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 20% *agree* the execution has nothing to do with me or my needs. This is because some feel the imagery is too traditional and not up to date.
- Just about three quarters of the sample (74%) agree that they want to **encourage others** to participate in the Census.
- And over three quarters (78%) are left with a **good feeling** about the Census.



Diagnostic measures for "Journey" are as follows:

Diagnostic Measures for "Journey" | AI/AN n=114



Implications and recommendations for “Journey”...

- Evoking positive memories of the past, and linking them to the future is appealing for some but many do not make the link to the Census. Strengthen and clarify the specifics of the cause and effect of participation=improved future.
- Regarding the line “by participating in the 2010 Census, we are giving opportunities to those whose journeys are yet to be created ...” — it does not say specifically *how* the Census gives these opportunities or helps anyone in the future. Consider adding a line about *how* this happens.



The “Drums” TV spot receives positive reactions by using the “universal” drumbeat calling everyone together in diversity, unity and strength.

- The drum beat and music draw viewers into the execution. The pace of the execution is comfortable. The drumbeat “calling everyone together” conveys “unity” and “strength in numbers.”

“I would run to the TV.” — Pierre

- The execution shows unity and diversity. The togetherness also conveys that “(the Census) is up to everyone.”
 - The drum is universal but seeing the hand drum, which is particularly AN, is appreciated.
- **Message:** come together as a people and speak; important to be counted; let your voice be heard

“You have a voice. I don’t think it’s been brought out like that before.” — Hollywood

“Do the right thing for the future.” — Nome

“If you don’t participate, you won’t hear your voice.” — Fairbanks

- Some feel the execution is too “generic” and lacks information of substance.

“Tell us more about what Census is — kids? Future?” — Nome

- There are mixed reactions to the voice over with some describing it as “monotone” and “depressing.”
- Specifically targeting AI/AN is “too specific” for some. Especially if the executions will be viewed by the general market, some feel they want something more diverse and not so targeted.

“The Census seems like segregation.” — Fairbanks



“Drums” continued...

- “Drums” **captures the attention** of most people in the sample (89%). The drumbeat and music resonate with most.
 - Females are significantly higher than males on **the execution captures my attention** (93% vs. 82%).
- And most (82%) agree the execution is **talking to them**. Calling all people together.
 - Those who *were* born in the U.S. are significantly higher than those who *were not* on **the execution is talking to me** (84% vs. 63%).
- A third of the participants (33%) agree the execution is telling them **something new**.
 - Males are significantly higher than females on **the execution told me something new** (44% vs. 29%).
- Some of the people (17%) find something in the execution to be **confusing**.

“Who are all these people and where are they going?” — Pierre

- There are also some people (11%) who find something in the execution **hard to believe**.
- Most of the sample (82%) *disagrees* that the **execution has nothing to do with me or my needs**.
- Over three quarters of the sample (78%) agree that they want to **encourage others** to participate in the Census.
- And the vast majority of people (86%) are left with a **good feeling** about the Census.
 - Females are significantly higher than males on left with a **good feeling** about the Census (90% vs. 76%).



Diagnostic measures for "Drums" are as follows:

Diagnostic Measures for "Drums" | AI/AN n=114



Implications and recommendations for “Drums”...

- Utilizing the drum and drumbeat to demonstrate bringing people together in unity, with a call to action, is relevant and motivating. The “strength in numbers” message is appealing.
- Keep the urban scenes showing Native people in today’s settings. This makes the story more relevant and believable.
- Consider strengthening the link to the Census, adding more information as to why the voice of unity is a “tool” and the specific impact it can have.
- Take care in the voice over that it is enthusiastic and engaging.



The TV spot titled “When I Look Back” successfully illustrates an important relationship between a young girl and her grandmother; this is engaging and sets the stage to deliver important information.

- This execution was generally well received. The interaction between the young girl and her grandmother is touching and involving for many. It is a “good connection” and conveys the importance of “speaking out to younger people” and encouraging them to speak out, as well.

“We need to speak up and not be silent.” — Hogansburg

- Message:** counting the generations; important to be counted; make it count; health care funding

“It’s important to be counted; it’s our choice.” — Pierre

“Pretty much they are saying that filling out the Census will help generations to come.” — Hogansburg

“It’s important to keep our history.” — Nome

- Several feel the execution is informative and better at explaining the Census; it speaks of, and shows, housing, hospitals and schools/education. It also shows the Census form which is informative and positive.
- Some others feel more information is needed.

“I’m curious about how it helps. How does it help?” — Hollywood

“Tell us why we should fill it out.” — Nome

- Some feel the execution focuses too much on the past and they want to see more images of people today.

“We need to see more pictures of people working and doing things we do today.” — Pierre

“The past is the future but today is still significant.” — Fairbanks

- Some think that the grandmother shaking the picture is distracting.

“It threw me off.”

- Some do not understand the execution tying the culture to the Census; “what’s the link?”
- A few object to the copy that says “our ways.”

“Lumping all ‘our ways’ together is marginalizing.” — Pierre

“When they say ‘our ways,’ we don’t have just one way.” — Nome



“When I Look Back” continued ...

- “When I Look Back” **captures the attention** of most viewers in the sample (88%). The young girl and her grandmother invite viewers into the story.
- Nearly three quarters of the sample (71%) agrees the execution is **talking to them**.
- Almost half of the participants (46%) agree the execution is telling them **something new**.
 - The Census is used to give us a voice to say the importance of housing, hospitals and schools; seeing the Census form
- Some of the people (20%) find something in the execution to be **confusing**. “Why is she shaking that picture?”
- There are some people (15%) who find something in the execution **hard to believe**.
- Three quarters of the sample (75%) *disagrees* that the **execution has nothing to do with me or my needs**. However, a quarter of the people (25%) *agree* that the execution has nothing to do with me or my needs.
- In the end, nearly everyone (89%) agrees that they want to **encourage others** to participate in the Census.
- And most (87%) are left with a **good feeling** about the Census.



Diagnostic measures for "When I Look Back" are as follows:

Diagnostic Measures for "When I Look Back" | AI/AN n=114



Implications and recommendations for “When I Look Back” ...

- Many appreciate the information about the Census and seeing the form.
- Consider not having the grandmother shake the picture; or use some other device (a dissolve) to change the image in the photo.
- Possibly rethink the use of the language “our ways” as it can be limiting for some. There are those who are very sensitive to the diversity among their community.



The print campaign “Strength of Our People” was appreciated for its message. Many resonate to the word “strength” and want to consume the execution.

- For many the headline draws them in. The word “strength” is a positive and meaningful term and stands for “survival.”

“My elders tell me to be strong.” — Nome

- The headline of the execution, “the strength of our people is in our voice,” is the **message** of the execution: “they want our vote.” This evokes an emotional connection for some.

“It says ‘rock the boat,’ get involved and get everyone together.” — Phoenix

“It speaks for generations.” — Pierre

“It means we need to carry it on and preserve tradition.” — Fairbanks

- Some wonder exactly how it (the Census) works and how they make a difference. Many like the word “tool,” but they are not exactly sure how it works.

“They should stress what the Census does; tell us how it is a tool.” — Hogsburg

“The Census is a tool. How is it a tool? I don’t know.” — Hollywood

“How will it benefit us?” — Pierre

- The copy phrase “native way of life” does not resonate with some readers and, for others, it does not fit with the Census.
- Some object: “our voice is not in our hands.”

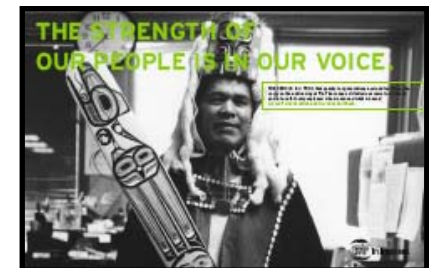
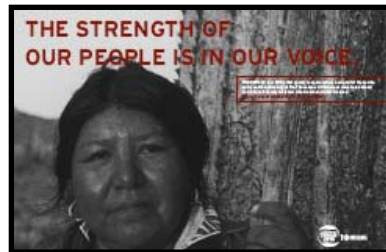


“Strength of Our People” visual reactions ...

- Some feel that given the headline, there should be more than one person shown when talking about the Census and “our” voice.
- Overall, in general, many feel the print is too small. They like the red type which stands out. The boxed text is appealing as it stands out and is easy to read.

“I like when the picture is black and white and the font is red. It jumps out and makes you want to read it. You don’t have to search for the font. It’s right there. It pops out.” — Hogansburg

- 1. Young man (Hogansburg & Phoenix)
 - + nice to see a young guy
- 2. Woman with collar (Hollywood)
 - woman looks sad
- 3. Man in white hat/glasses (Pierre)
 - + strong man; someone we know
- 4. Man in cultural dress with carving (Nome & Fairbanks)
 - looks like a southeastern Indian



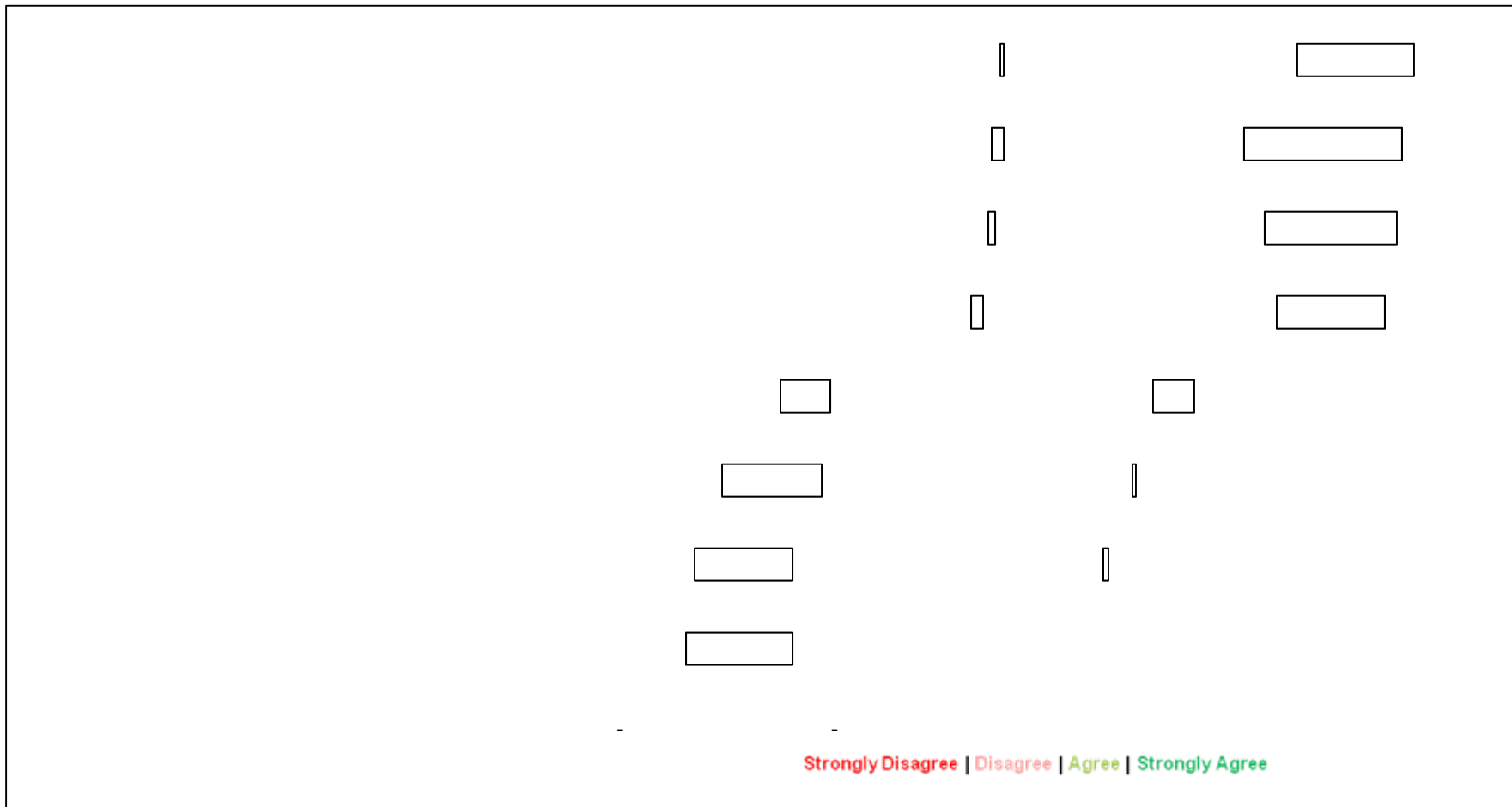
“Strength of Our People” continued ...

Note: the quantitative data for the four executions in this campaign have been combined to provide a larger sample.

- The “Strength of Our People” campaign **captures the attention** of most participants (83%). The headline draws them into the execution.
- Just over three quarters of the sample (78%) agrees the execution is **talking to them**.
 - Females score significantly higher than males on **the execution is talking to me** (79% vs. 76%).
- Just about one third of the participants (32%) agree the execution is telling them **something new**.
- Only a few of the people (9%) find something in the execution to be **confusing**.
- There are some people (11%) who find something in the execution **hard to believe**.
- Most of the sample (82%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The majority of readers (82%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
- And most everyone (85%) is left with a **good feeling** about the Census.

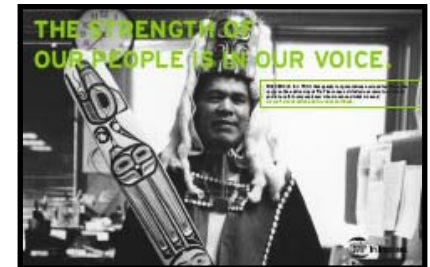
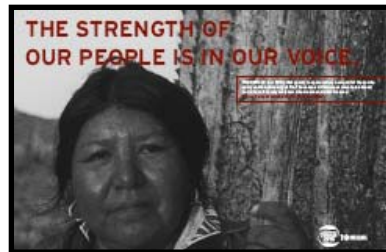
Diagnostic measures for the “Strength of Our People” print campaign are as follows:

Diagnostic Measures for “Strength of Our People” | AI/AN n=99



Implications and recommendations for the print campaign “Strength of Our People” ...

- The word “strength” is positive and meaningful and, in the context of the execution, draws readers in.
- Provide more specific information about how to participate in the Census and why one’s voice is a tool.
- Reconsider the use of the phrase “native way of life” or be more specific about what it means as its vagueness is off-putting to some.
- Provide a Web site and/or a toll free telephone number for people to contact.



The print campaign “Celebration of Being” also receives mixed reviews. The concept is not clear and the content of the execution causes some to be uncomfortable.

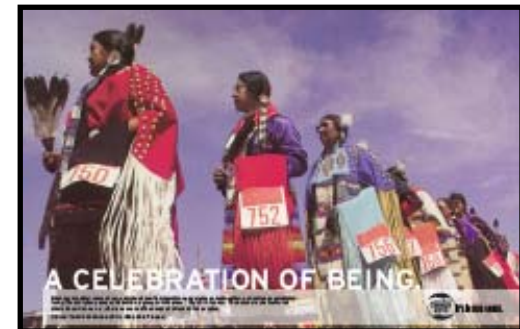
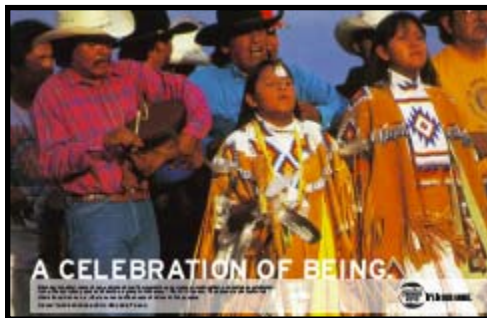
- People understand the concept of “celebration” and it is important in their lives, as in “coming together” or “celebrating life.” However, showcasing the celebration of a young girl’s coming of age is an “awkward” subject for some and causes an uncomfortable reaction for others. It feels somewhat exploitative of a private celebration.
 - Several (in Pierre) tell us they do not celebrate this “coming of age.”
- The headline “Celebration of Being” does not resonate with some and raises many questions.

“How is the Census a celebration?” — Nome

“Celebration of what, our elders?” — Pierre

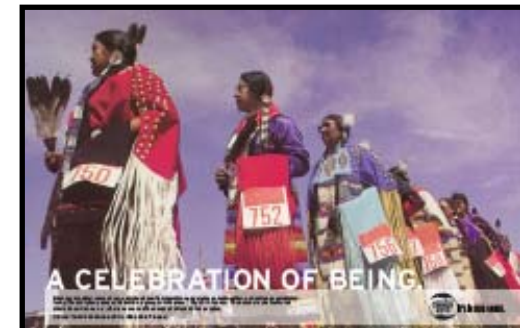
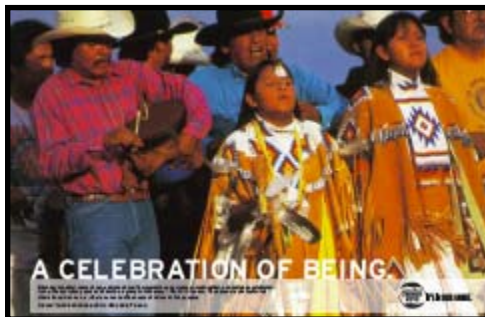
“What is that trying to say? I don’t like it.” — Pierre

- In spite of this, some suggest “Celebration of Life” might be better.
- Message:** everyone coming together; the importance of being counted.
- It is news for many that the Census is conducted every ten years.
- Some feel the execution needs to explain the benefits of participation.



“Celebration of Being” visual reactions...

- As mentioned the headline receives mixed reviews and raises questions.
- 1. Daughter in tribal dress (Phoenix)
 - + visual is attention-getting; colorful; young girl; important event
- 2. Man with head dress (Nome & Fairbanks)
 - image says “elders”
 - - looks like a southeastern Indian (most in Fairbanks don’t relate)
- 3. Women with numbers (Hogansburg & Hollywood & Pierre)
 - - some are confused about the numbers
 - - image is a competition and doesn’t fit with the text
 - - what’s the celebration?



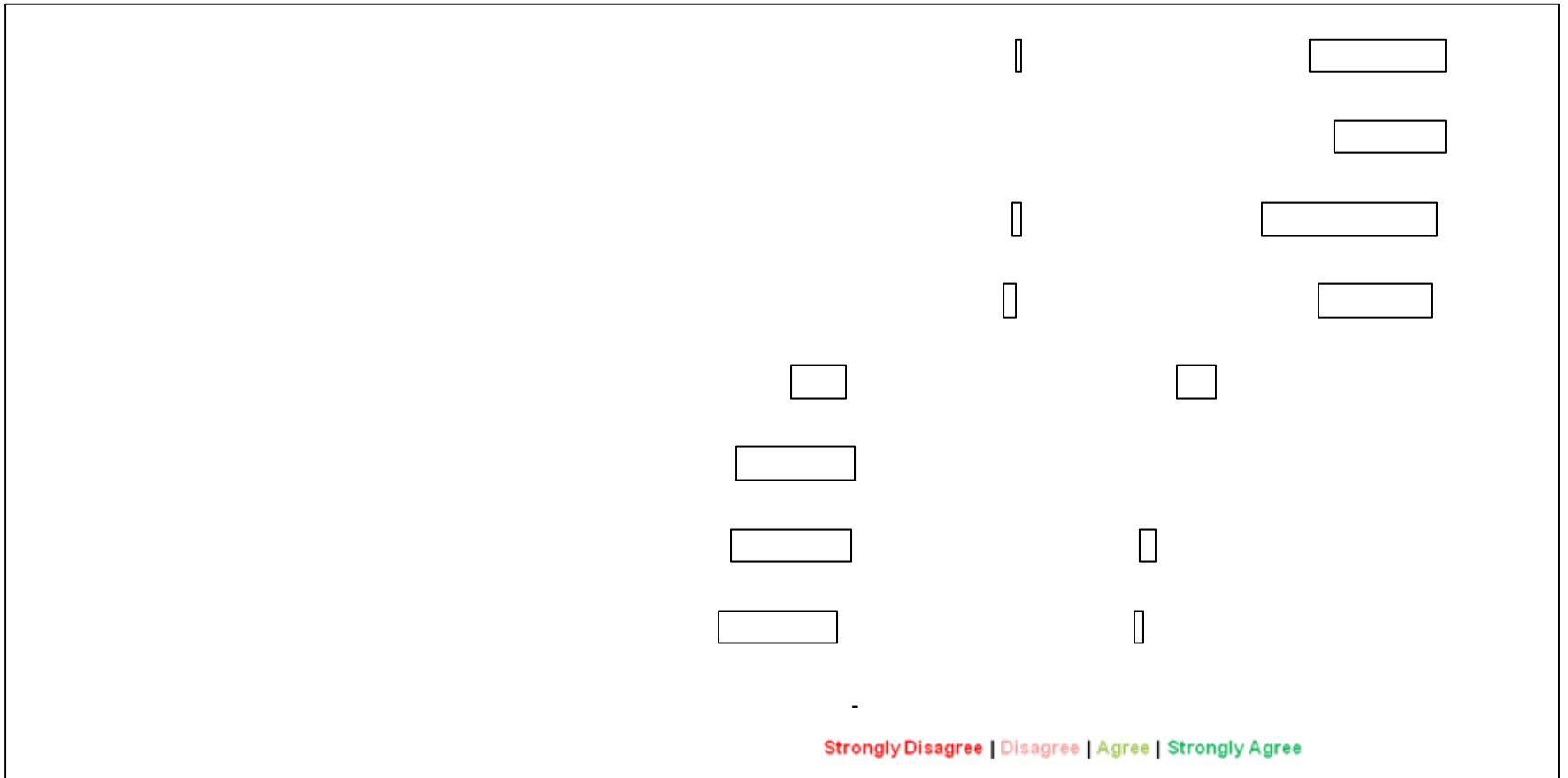
“Celebration of Being” continued ...

Note: the quantitative data for the three executions in this campaign have been combined to provide a larger sample.

- The “Celebration of Being” campaign **captures the attention** of most participants (82%).
- Over three quarters of the sample (81%) agrees the execution is **talking to them**.
- Just under one third of the participants (30%) agree the execution is telling them **something new**.
 - The fact that the Census is done every ten years.
- There are some of the people (13%) who find something in the execution to be **confusing**. This is mostly around their understanding of the headline.
- There are some people (16%) who find something in the ad **hard to believe**.
- Most of the sample (83%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 17% *agree* the execution has nothing to do with me or my needs.
- The majority of readers (83%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
- And most everyone (84%) is left with a **good feeling** about the Census.

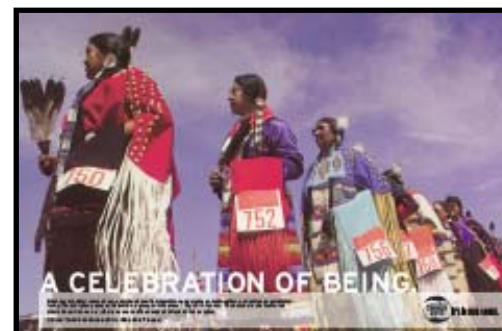
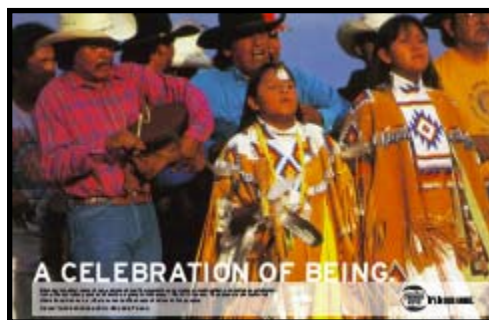
Diagnostic measures for the "Celebration of Being" print campaign are as follows:

Diagnostic Measures for "Celebration of Being" | AI/AN n=114



Implications and recommendations for the print campaign “Celebration of Being”...

- The image used should fit the headline and text.
- The concept of “celebration” is one that many relate to. The link between celebration and the Census needs to be clarified and strengthened.
- Rethink the example of the celebration in the execution. There are other celebrations that could be illustrated that do not cause an awkward and/or uncomfortable feeling among readers.



The print campaign “Journey With Many Voices” is intriguing but the lack of information raises questions.

- The headline for many is intriguing and invites the reader into the execution. However, after reading the text, many do not connect the headline to the words and are left with questions. Also, across the visuals there is only one person shown and this does not fit with the idea of “many voices.”

“The word “journey” doesn’t fit; seems like a big word.” — Pierre

“The idea of a “journey” is abstract and doesn’t connect to the Census.” — Fairbanks

“What journey? It goes over my head.” — Phoenix

“Who we are does not mean ‘how many of us are there.’” — Pierre

“It assumes I should know.” — Nome

- **Message:** if you participate there are many voices to be heard
- It is news that the Census is held every ten years and this is motivating for some.

“It only comes around every ten years so you should take advantage of it; it’s an opportunity.” — Fairbanks

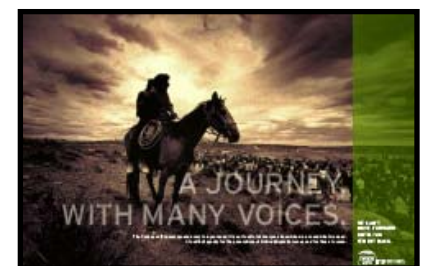
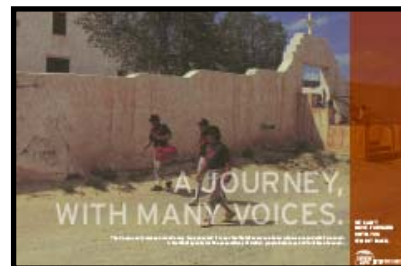
- The use of the words “our tool” is positively received in this context.

“Your voice is a tool to let your needs be known.” — Pierre

- The copy line “letting everyone know who we are and what we need” provokes discussion. It makes some feel like they are being portrayed as “needy” and others wonder about the meaning of “who we are.”

“It’s like they’re trying to tell us who we are.” Nome

“How are we letting you know who we are?” — Nome

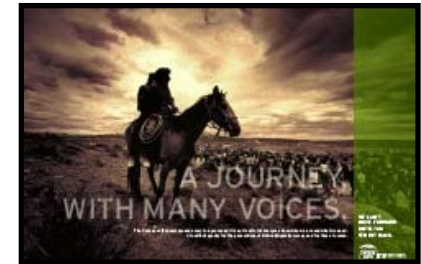
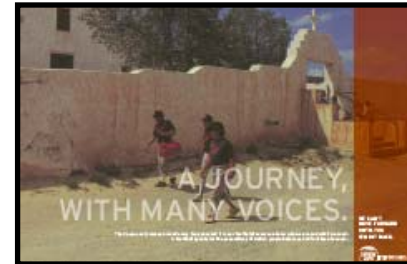


“Journey With Many Voices” visual reactions ...

- There is disagreement as to whether or not the visual(s) fit with the headline. Some object to seeing only one person and reading “many voices.”

“It’s not a lot of voices with just Grandma.” — Nome

- 1. Elder woman with baby (Hogansburg & Nome & Fairbanks)
 - + seems personal
 - “image is bit cliché”; “a poster I’ve seen before”
- 2. Young girl close-up (Hollywood)
 - + nice to see a younger person
 - don’t relate to her as a Native American
- 3. Three guys/church (Phoenix)
 - doesn’t make sense
 - looks like a boarding school
- 4. Man on Horse (Pierre)
 - dark; foreboding



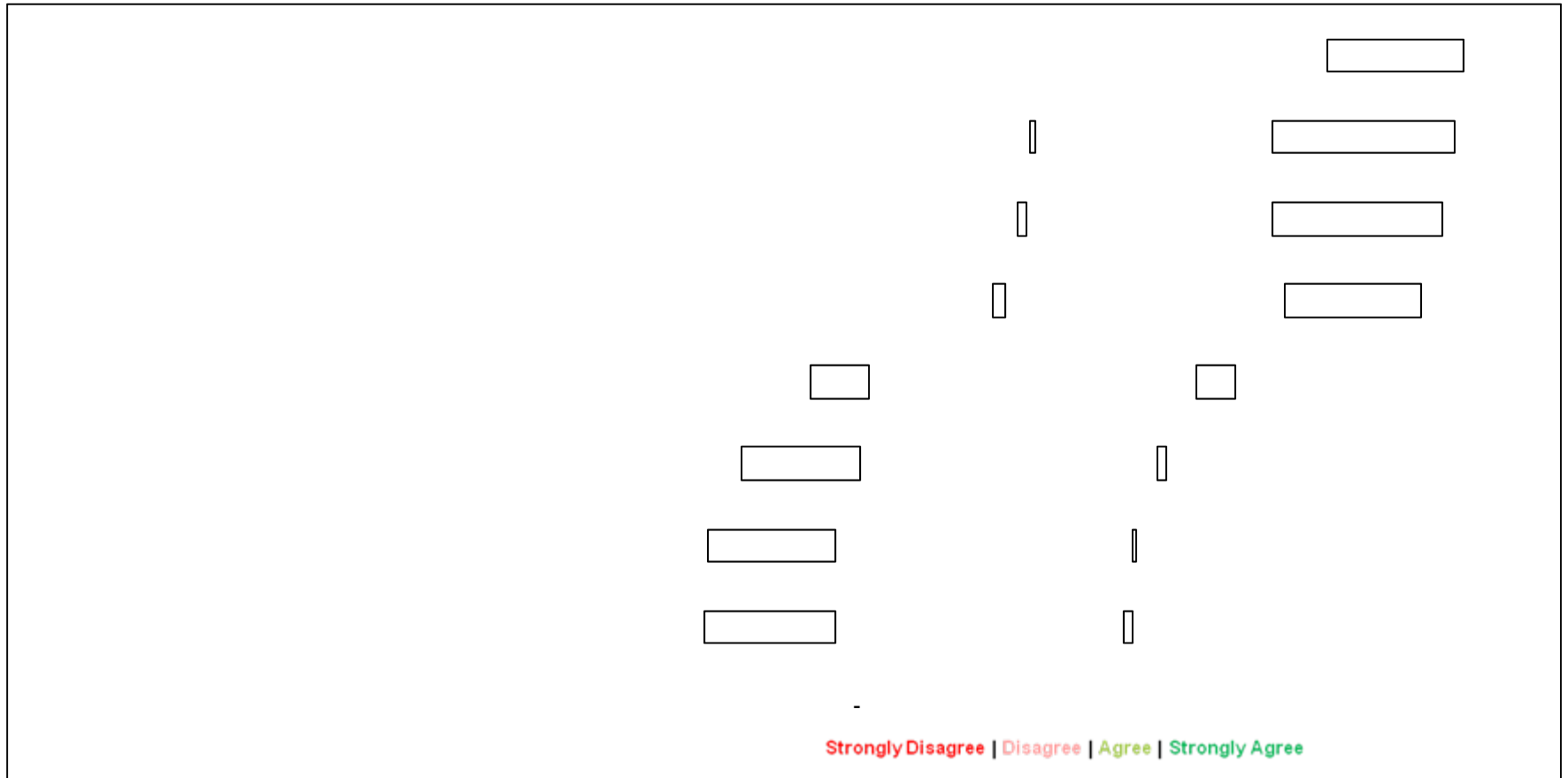
“Journey With Many Voices” continued ...

Note: the quantitative data for the four executions in this campaign have been combined to provide a larger sample.

- The “Journey With Many Voices” campaign **captures the attention** of almost all participants (86%).
 - Females score significantly higher than males on **the execution captures my attention** (90% vs. 76%).
- Over three quarters of the sample (77%) agrees the execution is **talking to them**.
- Just over one third of the participants (34%) agree the execution is telling them **something new**.
 - The fact that the Census is done every ten years.
- There are some (11%) who find something in the execution to be **confusing**. Again, this is likely due to the discussion around their understanding of the headline.
- There are some people (10%) who find something in the execution **hard to believe**.
- Most of the sample (82%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 18% *agree* the execution has nothing to do with me or my needs.
- The majority of readers (83%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
- And almost everyone (88%) is left with a **good feeling** about the Census.

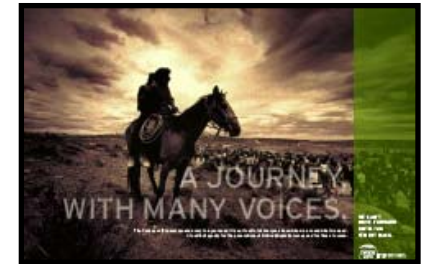
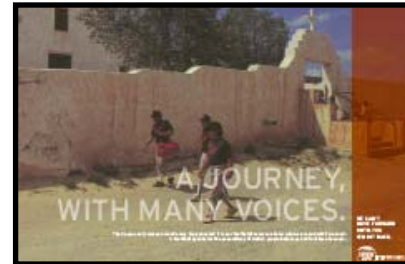
Diagnostic measures for the "Journey With Many Voices" print campaign are as follows:

Diagnostic Measures for "Journey With Many Voices" | AI/AN n=114



Implications and recommendations for the print campaign “Journey With Many Voices”...

- The link between “journey” and the Census needs to be clarified and strengthened.
- The visual used in the execution should show more than one person if the headline and copy speaks of “many voices” and uses “our” and “we.”
- Consider reworking the copy line “letting everyone know who we are and what we need.” Several are not sure what the words mean and others are not comfortable with how they interpret the line.



The “If I Don’t Say It, Who Will?” print campaign captures attention and calls readers to a sense of responsibility.

- The headline asks a question and draws the reader into the execution. Many feel the question is asking them to take responsibility and they can also relate to the idea of speaking for those who cannot speak for themselves (a child).

“You need to fill it out or no one else will do it for you.” — Nome

- Message:** you need to participate because no one else will do it for you.
- The message in the execution is hopeful and people begin to understand that “it’s possible to be heard” and the “Census is the tool to do this.”

“This message for me was hope. That it’s possible to be heard. That there is a tool to do this.” — Phoenix

“I have to say my opinion. It’s about time it’s heard and it counts.” — Hollywood

“If I don’t fill out my Census, no one is going to hear me.” — Nome

- The execution’s headline uses “I” and “me,” whereas the text uses “our” and “we.” Some suggest that these should be in sync.
- Some find the copy line “for others to know our tribes” to be confusing and they are not sure what it means.

“What are we going to say?” — Pierre

“Who are “others”? That’s spooky.” — Nome

“...and “know what” about our tribes?” — Nome

- And for some, the line “tells people who Natives are” is “weird.”



“If I Don’t Say It, Who Will?” visual reactions ...

- The headline captures attention. The point of view (I/me vs. our/we) needs to be in sync.
- 1. Urban Indian (Hogansburg & Hollywood)
 - + important to show an Indian in an urban setting (not on a reservation)
 - + looks like he has something to say
- 2. Woman with sheep (Phoenix)
- 3. Child on tundra (Nome & Fairbanks)
 - - desolate; lonely; sad (kid is all alone)
 - - looks like there is a polar bear out there endangering that child
- 4. Teepee on plain (Pierre)
- - “there’s a storm a-comin’”



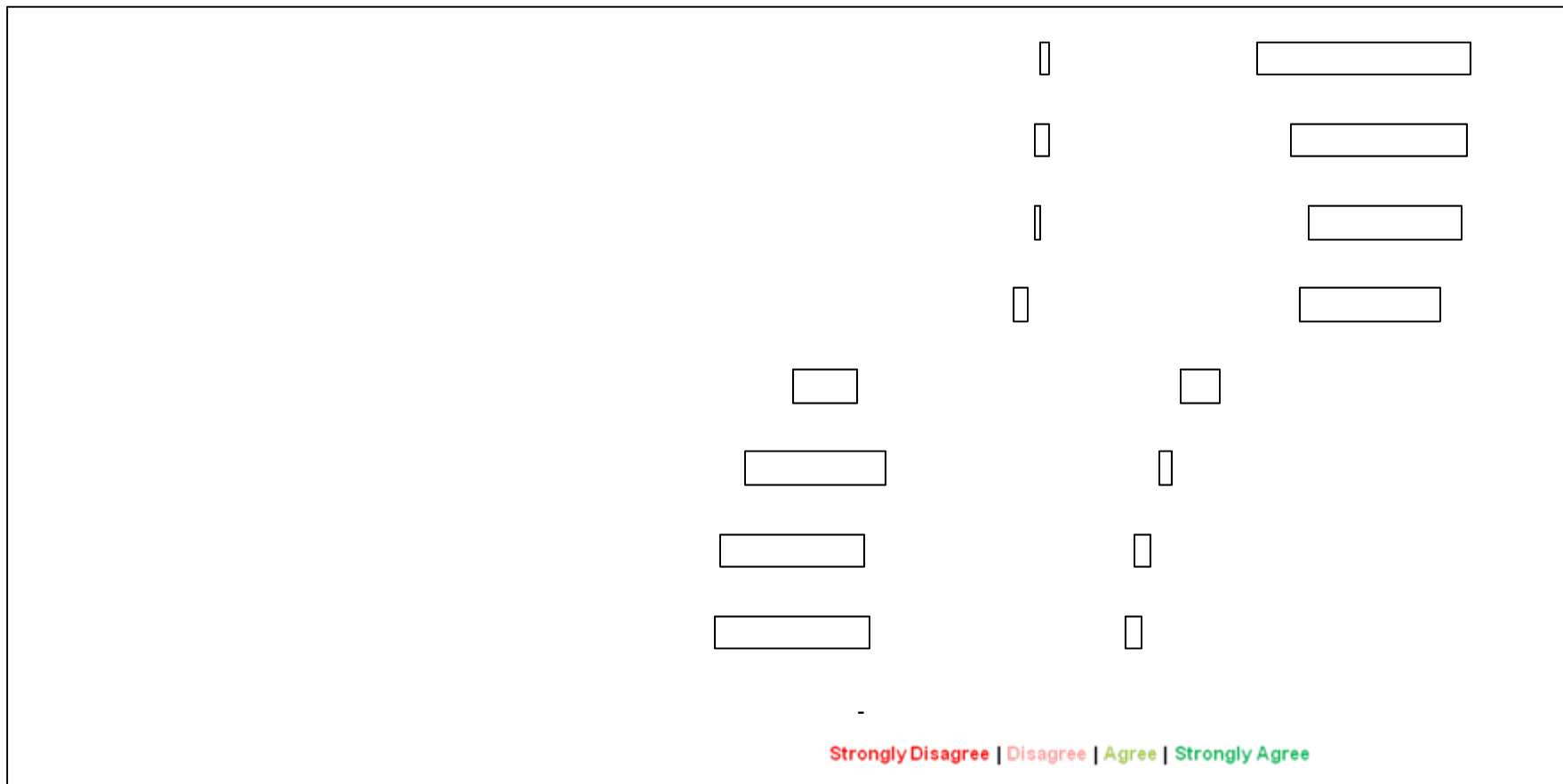
“If I Don’t Say It, Who Will?” continued...

Note: the quantitative data for the four executions in this campaign have been combined to provide a larger sample.

- The “If I Don’t Say It, Who Will?” campaign **captures the attention** of almost all participants (88%).
 - Females score significantly higher than males on **the execution captures my attention** (93% vs. 76%).
- Well over three quarters of the sample (82%) agrees the execution is **talking to them**.
 - Again, females score significantly higher than males on **the execution is talking to me** (85% vs. 74%).
- Under one third of the participants (29%) agree the execution is telling them **something new**.
- There are some (11%) who find something in the execution to be **confusing**. (Based on some specific copy points.)
 - Males score significantly higher than females on **something is confusing** (21% vs. 8%).
- There are some people (12%) who find something in the execution **hard to believe**.
 - Males score significantly higher than females on **something in the execution is hard to believe** (21% vs. 9%).
- Most of the sample (82%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 18% *agree* the execution has nothing to do with me or my needs.
- The vast majority of readers (87%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
- And in the end, most (86%) are left with a **good feeling** about the Census.

Diagnostic measures for “If I Don’t Say It, Who Will? ...” are as follows:

Diagnostic Measures for “If I Don’t Say It...” | AI/AN n=114



Implications and recommendations for “If I Don't Say It, Who Will?” print campaign:

- The point of view of the headline and the text (I/me vs. our/we) needs to be in sync.
- The copy in the execution needs to be reworked, clarified and/or explained. Especially the phrases about “tells people who Natives are” and “for others to know our tribes.” These lines are vague and need more context to be meaningful.



The print campaign “You Know Them As” is informative and motivating.

- Most are not bothered by having a Census taker come to the door, especially if they are a native person or someone they knew. They understand that Census takers are there to help ensure an accurate count. The execution says that it will be a “local person” and this helps establish the idea of familiarity and trust and lessen possible concerns. The fact that the Census taker will be familiar also conveys “community involvement.”
- Many appreciate the copy phrase, “today he is known as a Census taker.”

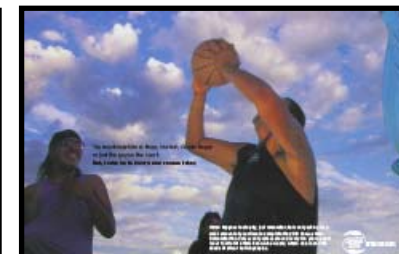
“Advanced notice would be good.” — Hogansburg

“Depends on who it is.” — Hogansburg

“It makes a difference knowing someone from the community is coming to talk to you.” — Hogansburg

- And yet more information is needed because many are not clear on the process and about exactly when and why a Census taker would come to their home.
- Message:** if we let them know we are here it will help all our native people; take the time to do it
- Many also appreciate that the execution says it will only take a small amount of their time.
- It is news for many that the Census is done every ten years (only) and this is motivating for them to take the responsibility to participate.
- Some feel the story lacks a connection between the person’s everyday life and his being a Census taker.
- A few complain about the tone of the execution.

“It sounds like they’re pleading with me to let him in.” — Nome



“You Know Them As” visual reactions ...

- 1. Robert (Phoenix; Hogansburg; Hollywood; Nome; Fairbanks; Pierre)

- + like that he’s an artist; non-threatening
- + many can relate; he seems familiar

“Makes me more comfortable.” — Nome

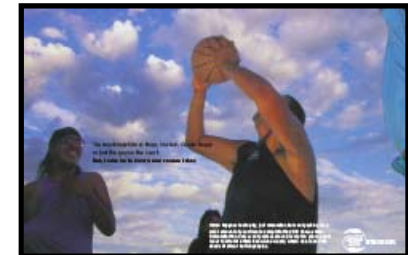
- - he’s not dressed like a professional
- - he’s not looking at anyone (this says he’s not interested; not friendly)

“I have no confidence that he cares.” — Fairbanks

- - he just wants a job

- 2. Bugs (Phoenix; Hogansburg; Hollywood; Nome; Fairbanks)

- + basketball theme is popular
- - don’t like seeing his armpit so prominent/scraggly T-shirt
- - no faces (not friendly)



“You Know Them As” continued...

Note: the quantitative data for the two executions in this campaign have been combined to provide a larger sample.

- The “You Know Them As” campaign **captures the attention** of over three quarters of participants (77%).
 - Females score significantly higher than males on **the execution captures my attention** (81% vs. 68%).
- And just about three quarters of the sample (74%) agrees the execution is **talking to them**.
- Over one quarter of the participants (28%) agree the execution is telling them **something new**.
 - They will come to your home. It only takes a small amount of time. Happens every ten years.
- There are some (13%) who find something in the execution to be **confusing**. (When will they come to my home?)
- There are some people (12%) who find something in the execution **hard to believe**.
- Most of the sample (81%) *disagrees* that the **execution has nothing to do with me or my needs**. However, 19% *agree* the execution has nothing to do with me or my needs.
- Over three quarters of readers (77%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
 - Females score significantly higher than males on **want to encourage others to participate** (80% vs. 71%).
- And in the end, the majority (82%) are left with a **good feeling** about the Census.

Diagnostic measures for the "You Know Them As" print campaign are as follows:

Diagnostic Measures for "You Know Them As" | AI/AN n=114



Implications and recommendations for the print campaign “You Know Them As”...

- It would be good if there could be made a better connection between the featured person’s everyday life and why they are going to be a Census taker.
- It is important to clarify for people under exactly what circumstances a Census taker will come to their homes. It is important to explicitly say that, **IF** you do not mail in the Census form once you receive it, **THEN** someone will come to your home to fill it out with you.
- Take care in the choice of person being shown in the execution. This person represents someone that will come to their home.



The print campaign “You’ve Seen Them” is not well received by most readers. The headline is “threatening” and the visuals are derailing.

- The approach of the copy sets up a situation that creates tension in the reader. Then the bolded headline that states in bold text, “Today he/she may stop by your place” is interpreted by many as a warning. It is “threatening,” “ominous” and “scary.”

“It’s “creepy” — the wording sounds kind of scary. She’s going to come to your place like in the Friday the 13th movie.” — Hollywood

“It’s scary that she is coming to my house.” — Nome

- Some feel this copy treatment makes the Census taker sound like a “stalker.”
- On the positive side, most appreciate the copy points that the Census taker will be someone you know and trust; a local person. And that they will only take up a small amount of your time; and that the Census only happens every ten years.
- As a rule, most people do not want someone coming to their home. However, the fact that the execution suggests this will be someone local and familiar helps with the trust issue.

“I don’t want it to be someone I’ve never seen.” — Fairbanks

- Many do not understand exactly when a Census taker would come to their home.
- For some reason, the “Man and Boy” execution is the only execution where someone mentions the feathers around Census 2010 logo. And they like it.
- In Alaska, the phrase “on our reservations” does not fit.

“We don’t have reservations. We have villages.” — Fairbanks



“You’ve Seen Them” visual reactions...

- The larger, darker print is appreciated.
- 1. Man and Boy (Phoenix; Hogansburg; Hollywood; Nome; Fairbanks; Pierre)
 - - he looks like a serial killer; sexual predator; stalking;

“I don’t want him at my door.” — Nome

- 2. Women in Shop (Phoenix; Hogansburg; Hollywood; Nome; Fairbanks)
 - + personal setting
 - - creepy bar scene
 - - she looks like she’s drunk; not appealing



“You’ve Seen Them” continued...

Note: the quantitative data for the two executions in this campaign have been combined to provide a larger sample.

- The “You’ve Seen Them” campaign **captures the attention** of just over three quarters of participants (76%).
- And just over two thirds of the sample (69%) agrees the execution is **talking to them**. On the other side, nearly a third (31%) *disagree* that **the execution is talking to me**.
- Just about one third of the participants (31%) agree the execution is telling them **something new**.
 - They will come to your home. It only takes a small amount of time. Happens every ten years.
- There are some (17%) who find something in the execution to be **confusing**. (When will they come to my home?)
- There are some people (15%) who find something in the execution **hard to believe**.
- About three quarters of the sample (76%) *disagrees* that the **execution has nothing to do with me or my needs**. However, nearly a quarter (24%) *agree* that the execution has nothing to do with me or my needs.
- And yet, over three quarters of readers (76%) agree that, based on the execution, they want to **encourage others** to participate in the Census.
- And in the end, three quarters (74%) are left with a **good feeling** about the Census. The other quarter (26%) *are not* left with a positive feeling about the Census.

Diagnostic measures for the "You've Seen Them" print campaign are as follows:

Diagnostic Measures for "You've Seen Them" | AI/AN n=114



Implications and recommendations for the print campaign “You've Seen Them”...

- Rethink the approach of the text. As is, it establishes an ominous feeling among readers that derails them from the other important information in the execution.
- It is important to clarify for people under exactly what circumstances a Census taker will come to their homes. It is important to explicitly say that, **IF** you do not mail in the Census form once you receive it, **THEN** someone will come to your home to fill it out with you.
- Take care in the choice of person being shown in the execution. This person represents someone that will come to their home.



The television execution “Frank” was exposed during a number of sessions. Many found the execution to contain interesting and important information that they did not find in the other executions.

- Many think this execution has a good balance of information and humor. They describe the execution as “amusing” and “enthusiastic.”

“Specifically, even though it was goofy or not serious, it tells what your answers to the Census can bring to your community exactly.” — Hogansburg

“I like the ad (“Frank”). I think about everybody that’s having a hard time and needs help. It’s like trying to save the world.” — Hogansburg

“Now, I know what the Census is.” — Hollywood

- Key learning points include:
 - Showing the Census form
 - Ten questions in ten minutes
 - \$3 trillion for communities
- A few feel the execution is “too busy” with too much going on.



Findings, implications and recommendations on taglines.

“We can’t move forward until you send it back.”

- This line is understandable and fits the campaign for most. It conveys that each person must do their part, and the impact will mean that we all move forward.

“It means to do my part.” — Fairbanks

“It’s not just for me it’s for all the people.” — Pierre

- Some want the phrase “move forward” to be clarified.
- For a few, the word “can’t” is not positive.



“It’s in our hands.”

- This tagline meets with mixed reviews. For some it conveys that they have a responsibility to participate.

“It’s in our hands means it’s up to you to make a difference.” — Hogansburg

“It’s up to us to get counted.” — Fairbanks

“It’s our choice if it counts.” — Phoenix

- For others it is somewhat confusing.

“It’s in our hands — I didn’t like that because my voice isn’t in my hands. My voice is in my mouth.” — Phoenix

“How can our voice be in our hands?” — Nome



Chapter Four: Russian, Polish & Arabic Audiences



The research focused on eight core audiences across the U.S., including the “Russian, Polish and Arabic ” market segment.

- Participants for eight core segments were recruited across the continental U.S., Alaska, Hawaii and Puerto Rico.
- This chapter covers the Russian, Polish and Arabic segments. (Other audiences are featured in separate chapters.)

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Polish, Arabic	

A total of 6 sessions were conducted across 3 markets with a total of 62 participants. A “qualitative-only” methodology was employed for all sessions.

#	Sub-Segment	Market	Type of session	Participants per session	Participants per Sub-Segment
1	Polish	Chicago	Qualitative	8	17
2	Polish	Chicago	Qualitative	9	
3	Russian	LA	Qualitative	10	23
4	Russian	NY	Qualitative	13	
5	Arabic	LA	Qualitative	10	22
6	Arabic	NY	Qualitative	12	
Total					62

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights total number of participants representing each mindset by sub-segment.

Mindsets	Total Segment (n=62)	Russian (n=23)	Polish (n=17)	Arabic (n=22)
Leading Edge	13 21%	8 35%	—	5 22%
Head Nodders	29 47%	7 30%	11 65%	11 50%
Insulated	5 8%	2 9%	—	3 14%
Unacquainted	—	—	—	—
Cynical Fifth	15 24%	6 26%	6 35%	3 14%

In the 'qualitative only' sessions, TV and print executions from Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases were rotated as follows:

Polish		Russian		Arabic	
Chicago	Chicago	LA	NY	LA	NY
"Ahmed / Ivan"	"Checklist"	"Checklist"	"Ahmed / Ivan"	"Ahmed / Ivan"	"Checklist"
"Checklist"	"Ahmed / Ivan"	"Ahmed / Ivan"	"Checklist"	"Checklist"	"Ahmed / Ivan"
"Can't Move Forward"	"Epic Journey"	"Dad is Hero"	"Can't Move Forward"	"Epic Journey"	"Epic Journey"
"Dad is Hero"	"Dad is Hero"	"Epic Journey"	"Dad is Hero"	"Can't Move Forward"	"Dad is Hero"
"Epic Journey"	"Can't Move Forward"	"Can't Move Forward"	"Epic Journey"	"Dad is Hero"	"Can't Move Forward"
"NRFU"	"Right to be Counted"	"Right to be Counted"	"NRFU"	"NRFU"	"Right to be Counted"
"Right to be Counted"	"NRFU"	"NRFU"	"Right to be Counted"	"Right to be Counted"	"NRFU"

As a whole, the Russian, Polish and Arabic segment reacted positively to the campaign and found it motivating.

Campaign-Level View	Details
Overall Reaction	Overall, reactions to the campaign were positive, particularly the first two layers (awareness and motivation). Most found the campaign informative and compelling. Additional attention needs to be paid to cultural sensitivities, such as featuring actors/models who reflect their ethnicities and avoiding cultural stereotypes.
Feelings about Census	Overall, the campaign contributed to positive attitudes toward the Census. Many, particularly Poles and Russians had positive feelings toward the Census prior to the research, and this did not change. Among Arab Participants, there was a heightened interest in participation, although there are significant hurdles to overcome related to the tone of the non-response layer.
Taglines	<p>As currently translated in Russian and Polish, the tagline “We can’t move forward until you send it back” contains multiple negatives, which muddle the meaning and sound overly assertive for a government organization.</p> <p>The tagline “<i>It’s</i> in our hands” is considered abstract at first because it is not clear what ‘it’ is referring to and whose hands are meant by ‘our’ — whether it’s their hands or the government’s.</p> <p>Once audiences better understand the taglines they are generally believed to fit well with the executions, support the main message and encourage participation.</p>
Perceived Message	The key message—that everyone needs to be counted so that funds can be properly distributed in order to improve community services—is being communicated. However, translation issues were apparent in each market and need to be resolved in order to strengthen message understanding and persuasion.
Learn Anything New	<p>Many participants were already aware of the Census and held positive attitudes toward it prior to the research. Some information was new to many of them:</p> <ul style="list-style-type: none"> - 10 easy questions - Answers are used to allocate funding to their community and could directly impact education, healthcare, senior services, etc. - A Census Taker will only come to your door if you do not return the form - \$3 trillion is available for disbursement

The TV spots are generally well-received, though some modifications will enhance the Campaign.

Specific Executions	What's Working Well + Why	What's Not Working Well + Why
"Ahmed / Ivan" — TV (A)	<ul style="list-style-type: none"> Effective at building awareness. Conveys that the Census form is easy to fill out. 	<ul style="list-style-type: none"> The phrase "everyone must be counted" is scary/disconcerting for some in each session. A rather boring/un-engaging storyline. Lacks detail. Narration moves too fast for most Arabs. Woman with headscarf is not representative of many Arabs today.
"Dad is Hero" — TV (M)	<ul style="list-style-type: none"> Message easily understood. \$3 trillion grabs attention, encourages participation and discussion. Effective use of family life scenario. 	<ul style="list-style-type: none"> Humor is often seen as inappropriate/silly for such a serious topic. Focus on family leaves other segments to feel excluded. Mention of college dilutes message. A few think execution boring, takes too long to get to the point.
"Epic Journey" — TV (M)	<ul style="list-style-type: none"> Breadth/diversity speaks to everyone. Engaging storyline. Lots of specific information; clarifies benefits to community. 	<ul style="list-style-type: none"> Improbable ending is only notable weakness. Otherwise, very successful execution.
"NRFU" — TV (N)	<ul style="list-style-type: none"> Easy to understand message. Easy to follow storyline. For some, a welcome reminder to return Census form. Idea of Census Taker helping with form, if needed, is positive. 	<ul style="list-style-type: none"> Does not clearly convey that Census Taker will come to your home <u>only</u> if form is not returned. Idea of government worker showing up on your doorstep unannounced is disconcerting, and even threatening to some participants (particularly Arab immigrants). For a few, insulting that Census suggests they need help answering ten easy questions.

Simplicity and diversity work best in the print Campaign.

Specific Executions	What's Working Well + Why	What's Not Working Well + Why
<p>“Checklist” — Print (A)</p>	<ul style="list-style-type: none"> ▪ Simplicity of text and visual aids in understanding—makes participation seem fast and easy. ▪ Ability to impact education and healthcare is compelling and motivational. ▪ Effective in increasing awareness for those not previously aware of Census. ▪ Phrases “confidential answers” and “no sensitive information” increase trust and comfort levels. 	<ul style="list-style-type: none"> ▪ Translation issues in Russian and Arabic. ▪ Phrase “10 easy questions” communicates simplicity, but also raises questions about how this could provide enough information to impact education, healthcare, etc. ▪ Visually plain, un-engaging.
<p>“Can’t Move Forward” — Print (M)</p>	<ul style="list-style-type: none"> ▪ Colorful, attractive visuals. ▪ Shows diversity; reader can relate both as an individual and part of a community. ▪ Message that Census dollars are allocated based on the size of the community is understood. 	<ul style="list-style-type: none"> ▪ Translation issues in all markets. ▪ Poles find the background visual insulting (“like the middle ages”). ▪ All sessions would like to see their own ethnicity reflected in the crowd.
<p>“The Right to be Counted” — Print (N)</p>	<ul style="list-style-type: none"> ▪ Visually attractive. ▪ Concise message. ▪ Some would appreciate help completing the Census form if they request it. ▪ Sets expectation for what a Census Taker will look like. ▪ Phrases “from your community” and “used for statistical purposes only” help increase comfort levels. 	<ul style="list-style-type: none"> ▪ Many (particularly Arab Americans) uncomfortable with idea of government worker showing up unsolicited at their door. ▪ Execution does not clearly state that enumerator will come to your door <u>only</u> if form is not returned. ▪ The phrases “Right to be Counted” suggests a voluntary process and is contradictory to “the Census Bureau wants.”

Addressing cultural sensitivities will enhance understanding of the campaign and participation in the Census.

- The three ethnic sessions represented in the Russian, Polish and Arabic segment (Poles, Russians and Arabs) represent many individuals who have memories of repressive government regimes in their country of origin; or, in the case of Arab Participants, feel they are living under a cloud of suspicion by the US government simply based on the fact that they are Arab.
 - For these individuals, an unsolicited visit from a government official is disconcerting or even threatening. Even those less bothered by the prospect of a Census Worker at their door may still find it at odds with what they thought was a democratic, participatory process.
- These sessions are often fiercely proud of their national heritage and want to see it represented accurately and respectfully. Actors and models should be used who reflect their ethnicity, and stereotypes and outdated images should be avoided, such as:
 - The woman wearing a headscarf in the Arabic version of "Ahmed / Ivan" is not seen as representative. Many point out that Arabs are not necessarily Muslim, and would therefore not wear a headscarf. Also, many young, modern woman in the US do not dress traditionally. Other cues (such as a woman with traditional facial features or holding a book with Arabic writing) would be preferred. It was also noted that in any Campaign a female enumerator should be shown talking to a female resident, not a male.
 - The 'thatched huts' in the background of "Forward," which many Poles found to be condescending.
 - The name "Ivan" in the Russian executions, which is seen as an overly obvious attempt to sound Russian, and not always appreciated. It was also mentioned that among many Russians, "Ivan" is a slang term for the military.
 - In Poland, the name "Ivan" conjures up dark memories of Soviet occupation, and should be avoided.
- Care with translations signals a respect for their community. Sloppy translations and syntax could weaken the message and undermine the whole campaign.
 - Many translation errors are present in the headlines and body copy. Also, in Arabic, the plural tense should be used when speaking to both men and women.

Overall, reactions to the campaign are positive, and many find the campaign informative and motivating. Cultural sensitivities will need to be addressed and translation issues resolved, however, before finalizing the executions.

- Overall, reactions to the campaign are positive, particularly the first two layers (awareness and motivation). Most find the information in the campaign to be compelling and motivating, and appreciate that the Census is reaching out to them. Many, particularly Poles and Russians were already aware of the Census prior to the research and feelings remained positive. For some Arab Participants, the information about the Census was new and there is interest in participating, but some hurdles will need to be overcome.

“(It creates) a good feeling, that we are important as a community of Arab nationals, it recognizes us.” (Arab Participant, NY)

- The non-response layer of the campaign raises sensitive issues, particularly among Arab Participants and those who recall repressive/communist regimes where an unsolicited visit from a government official would not be welcomed. Respondents across sessions said they would welcome help if they needed it, and if they were notified first; otherwise, many say they would be reluctant to open their door to an unsolicited Census Taker. They would also like assurances that an enumerator is available who speaks their native tongue.
 - Additional attention needs to be paid to other cultural sensitivities, such as featuring actors/models who reflect their ethnic heritage and avoiding cultural stereotypes or outdated images that they find insulting.
 - Some would like assurances that illegal immigrants and those with expired visas are not at risk by answering the Census.
- The key message, that everyone needs to be counted so that funds can be properly distributed in order to improve services for your community, is being communicated. However, translation issues were apparent in each market, which distracted from the message and inhibited better understanding and persuasion. Care needs to be taken with translation and syntax to avoid the perception that the Census is sloppy or cares little about their ethnic session.
- Many, even those previously familiar with the Census, say they learned something new from the campaign. The most powerful points were:
 - Ten easy questions
 - Answers are used to allocate funding to your community for such services as education, healthcare, etc.
 - Three trillion dollars is available for disbursement.
 - No sensitive questions
- While care will need to be taken in final translation, both taglines, “It’s In Our Hands” and “We Can’t Move Forward Until you Send It Back,” are seen as fitting the campaign, supporting the main message and encouraging participation.

In terms of execution, the Emerging Market segment responds best to executions that are simple, believable and serious.

- In print executions, bullet points enable the message to be grasped easily and help to convey the idea that the Census is quick and easy, too.
- Believability suffers when scenarios presented are considered exaggerated, such as in “Epic Journey” where the entire community celebrates Ivan’s/Ahmed’s trip to the mailbox.
- Many do not consider humor to be appropriate when discussing such an important topic as the Census.
- Family scenarios are highly relatable to many, but when overly idealized are seen as contrived. Those with other lifestyles sometimes feel excluded, and many believe that the information in the execution is not relevant to them.

The awareness and motivation layers of the campaign are working well, and can be enhanced with minor modifications.

- The Russian, Polish and Arabic segment appreciates that the Census is reaching out to their ethnic session. The awareness and motivation components of the campaign are generally effective in informing and motivating them.
 - The non-response layer, while containing important information, will need special care in order to avoid alienating some immigrants.
- Translation and syntax errors are present throughout the campaign, and threaten to undermine message communication and persuasion. Further, the goodwill generated by reaching out to particular ethnic sessions can be damaged by giving the impression that 1) the Census does not care enough about them to ensure proper translation; and 2) the Campaign is sloppy so perhaps the Census is, too.
 - The Census will need to ensure that a native speaker reviews the copy, who is not only fluent in the language, but is also attuned to cultural nuances and language connotations.
- The Census will need to be careful in how it portrays different ethnicities in the Campaign.
 - Use actors/models that reflect that particular ethnic session being addressed.
 - Avoid clichés and stereotypes that signal an obvious attempt to speak to that session, and may unintentionally offend them (e.g., the name “Ivan” and shish-kebab reference in the Russian Campaign, the woman with the head scarf in the Arab Campaign). Outdated images (e.g., the thatched huts in the Polish Campaign) can also be seen as insulting.
 - For Russians and Poles, the Census will need to be careful of unwanted reminders of their Soviet past (e.g., the name “Ivan” used in Polish Campaign; the man being carried away by the crowd in the Russian version of “Epic Journey”).
- Some phrases resonate well with this audience:
 - “10 easy questions” — conveys speed and simplicity and encourages participation. (However, if it is possible for one of these participants to receive the long form of the Census it should be noted; otherwise, they will feel misled.) The Census may want to consider including a set of sample questions in one of the executions.
 - “Confidential”/“No sensitive information”/“For statistical purposes only” — these phrases increase trust in the Census and encourage participation.

The awareness and motivation layers of the campaign are working well, and can be enhanced with minor modifications. [2]

- This audience likes Campaign that reflects diversity. For example, the visual in “Forward” succeeds because it features a range of ethnicities, vocations, etc. The reader is able to see themselves as both an individual and as part of a larger community. The Census should consider featuring a range of lifestyles as well.
 - For instance, "Ahmed / Ivan" resonates among those with a family, but those without children have more difficulty connecting with it.
- Participants like to see specific examples of how Census dollars are used to help their community. And, while improvements in education and healthcare are important benefits, some middle-aged, healthy individuals wonder how the Census benefits them.
 - The Census may want to consider broadening the campaign or including a greater variety of uses for Census dollars/data in the individual executions, such as funding for new roads, transportation and job training centers, as well as representation in Congress.
- Other creative considerations include:
 - This audience appreciates an engaging storyline and specific information.
 - Incorporating humor into communications about the Census may not be appropriate when addressing the Emerging Market populations.
 - Avoid exaggerations which lessen credibility.
 - The bullet points in the print executions are well-liked, and make the message much easier to grasp. It conveys the idea that the Census form is easy, too.
 - Colorful, dynamic visuals attract attention.
 - This audience appreciates seeing what a Census worker will look like (uniform, badge, etc.).
 - The mention of college in "Ahmed / Ivan" could probably be left out, as it muddles the message.

The non-response layer presents special issues that need to be addressed carefully.

- The non-response layer leads some to question whether participation in the Census is voluntary or mandatory. It is not clearly understood from the awareness and motivation layers that Census participation is required.
 - The phrase “The Right to be Counted” sounds voluntary and is contradictory to the phrase “the Census wants.” Also, informing them that a Census worker may show up at their door leads some to believe they are being “forced” to complete the form. The Census may want to consider softening the phrase, such as “The Census Bureau needs your help” to avoid sounding too directive, but also clarifying that participation is required.
- The phrase “You may hear a knock at your door,” creates uncertainty, since it suggests they also may not. Further, many are clearly uncomfortable with the idea of an unannounced visit by a government worker.
 - The Campaign needs to clarify that a Census worker will come to your home only if you have not completed the form.
- The phrase “Everyone must be counted” is scary and disconcerting to some, a reminder of their country’s communist/socialist past. It is also troubling to Arabs who are concerned about racial profiling.
 - It may be helpful to explain that all residents of the United States, both citizens and non-citizens, are included in the Census, and that their personal information is protected by law.
 - Those newly aware of the Census may benefit from knowing its history, such as that it has been conducted every 10 years since 1790, so they do not feel like it is a newly-instituted security measure.

The Census can possibly increase participation and reduce concerns by considering alternative ways for individuals to complete the Census.

- Allow individuals the option to request help from a Census worker if they need it, rather than waiting for a knock at the door.
- If they do not return the form, notify them in advance, by telephone or mail, that a Census worker will come to their home.
- Let them know that they can request someone who speaks their native language (if applicable).
- Consider a telephone hotline for answering questions and/or for making appointments for a home visit.
- Post information on-line in multiple languages. Feature the web address in the Campaign. Also, consider the option to have the form completed on-line.
- For the younger audience, utilize social media sites (such as MySpace or Facebook) to inform them of the Census.
- Consider featuring a spokesperson from within their ethnic community (e.g., a well-known, reputable Polish-American) in the Campaign.
- Set up a meeting place in a public venue, such as a community center, church or mosque, where people can go to learn about the Census and get help filling it out on-site. Feature a community leader to discuss the Census and answer questions.

The TV spot titled "Ahmed / Ivan" creates awareness and basic understanding of the Census.

- "Ahmed / Ivan" is effective at building basic awareness of the Census, with an easy to understand message. It offers clear information on what and when it can be expected. For some, this is a reminder; for others, it is "new" news.
 - The execution conveys the idea that the Census is easy to fill out (10 questions/10 minutes).
 - The execution encourages participants to share information about the Census with their friends and family.

"I would participate in this. It is a duty as a Polish woman to do it. It will help get money for Polish-language schools, help for immigrants." (Polish Participant, Chicago)

"If you know nothing, then you learn that it exists and what it's for." (Arab Participant, LA)

- Key message takeaway includes: be responsible and help your community, it's important to be counted so that we / future generations will benefit. Some feel the execution delivers an important message about instilling positive civic behavior in younger generations.
- The focus on family life is a plus for those with children, and education is an important priority across ethnicities.

"I like the focus on family. That is motivating." (Arab Participant, NY)

"It mentions education and other things that will help. These things make me want to participate." (Polish Participant, Chicago)



Though informative on a basic level, "Ahmed / Ivan" lacks detail and is not particularly engaging. There are also some cultural sensitivities to the idea of being counted.

- The focus on a young suburban family, while positive to many, is overly narrow and idealized for others.

"It does not stick in my brain." (Arab Participant, LA)

"It isn't convincing. Maybe show some older people." (Russian Participant, NY)

"The family is there to show there is money for everyone, but I have no kids." (Polish Participant, Chicago)

- Several across ethnicities feel the execution lacks information about how they would personally benefit from the Census.

"It's not enough information. It just shows us how to mail the form, nothing really encouraging us to participate." (Arab Participant, LA)

"I didn't hear anything that would help me understand the Census more." (Polish Participant, Chicago)

"There isn't enough information to make me sit with my family to discuss the Census." (Arab Participant)

"It's very limited. It doesn't tell me enough about why it's conducted." (Russian Participant, NY)

- Across markets and ethnicities, there is some fear of being "counted," both by participants who immigrated from former communist regimes (Poland and Russia), and by those whose fear is more rooted in present-day anxieties (Arabs). More information about the Census is needed to alleviate these concerns and explain how they personally will benefit.

"I understand the point, but at the same time, I'm not clear what questions will be asked." (Arab Participant, LA)

"I know some Arabs who would be afraid to participate in the Census." (Arab Participant, LA)

"'Everyone in the house will be counted' is too Soviet." (Russian Participant, LA)

- Some Arabs feel the narration moves too quickly for them to hear details about the Census.



Though participants want to see their community represented, they are also very sensitive to how it is done in “Ahmed.”

- In all three markets, some cultural sensitivities were noted:
 - For Polish Participants, the name “Ivan” is a poor word choice, as it is typically Russian and for many, evokes the dark years of Soviet domination over Poland. The execution is also not seen as speaking directly to Poles.

“Nothing speaks to me as a Polish person.” (Polish Participant, Chicago)

- Among Russian Participants, the name “Ivan” receives mixed reaction; for some, the name signals that the execution is addressing their community, but to others, it is such an obvious attempt to connect with them that it comes across as cliché, or even condescending. It is also noted to be a military reference used by Russians.

“It does not speak to the Russian community. Ivan is a Russian name, but otherwise, there is nothing to relate to.” (Russian Participant, LA)

“I don’t like the name Ivan. It is a military reference to all Russians. It is not a good name for our ears.” (Russian Participant, LA)

- The woman wearing the headscarf in the Arab version is not seen as necessarily representative or accurate, as not all Arabs are Muslims. Several also felt that this was the only clue that the execution was speaking to their community, while others thought it too narrowly defined them.

“There are Muslims and Christians in the Arab community. This execution gives the impression as if it were speaking to Muslims only.” (Arab Participant, NY)

“Most Arab women in the US don’t wear a scarf over their head.” (Arab Participant, LA)



The simplicity of text and visual in the print execution “Checklist” helps build awareness and communicate a straight-forward, easy to understand message.

- The bullet points used in “Checklist” help create awareness in a simple, easy to grasp way. The visual and text reference to “10 easy questions” communicate the idea that the Census is fast and easy to complete.

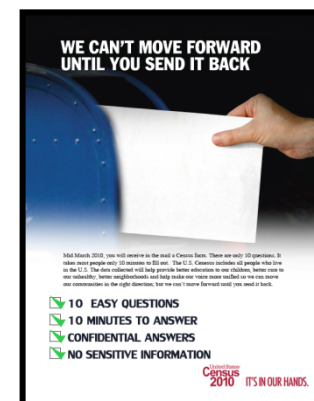
“Ten easy questions—that’s new.” (Polish Participant, Chicago)

“I like the checklist, the four points. You can just glance at it and know the message.” (Polish Participant, Chicago)

“The important information here is the ten easy questions. It takes little time, tells me it’s easy,” (Arab Participant, LA)

“I like the bullets. I can quickly understand what it is about.” (Russian Participant, NY)

- Key messages conveyed in “Checklist” include: remember to fill out the Census form and filling out the Census form is easy and quick to do.
- The phrases “confidential answers” and “no sensitive information” help to build credibility, alleviate concerns and create a feeling of trust.
- The ability to impact education and healthcare is compelling and motivational. Some suggest they be given more prominence in the execution.
- The headline helps to create a sense of urgency.



Translation issues detract from the message of “Checklist.” While the execution provides important information, it also raises other questions.

- The translated headline in Russian is awkward and unclear, with too many negatives (“*We can’t move forward if you don’t send it back*”). Numerous mistakes in the text lead some to believe that the translation was done without caring who it was written for. In Arabic, the masculine tense is used (hence excluding women), when the plural tense is needed to speak to both men and women.

“That the execution is in Russian shows some respect, but the translation is illiterate.” (Russian Participant, NY)

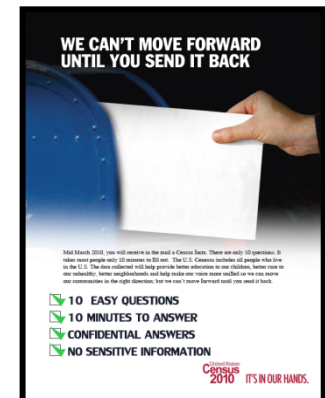
“I see only Arabic writing, which has errors.” (Arab Participant, LA)

“The plural form of Arabic should be used to address both genders.” (Arab Participant, NY)

- The phrase “10 easy questions” communicates simplicity, but it also raises questions about what these questions are, and how they could provide enough information to allocate funding for healthcare and education.

“How can answering ten questions improve healthcare and education for me. It’s too vague.” (Polish Participant, Chicago)

“Ten easy questions—what are they? The IRS is more scary than the FBI.” (Russian Participant, NY)



“Checklist” lacks a compelling reason to participate in the Census, since benefits are buried in the text or seen to be targeting only certain audiences.

- Some feel that “Checklist” does not provide a compelling reason to participate. The headline is not seen as conveying important information, and details about the allocation of funds is buried in the text. The benefit to participate is often believed to be either “weak” or “absent,” particularly among those who are healthy and without children. The idea that the Census will help “unify” communities is not clearly explained.

“The benefit is very evasive here.” (Russian Participant, NY)

“It just says do it, but doesn’t give me a reason.” (Russian Participant, LA)

“Why not tell us what you will get. Why should we do this?” (Arab Participant, LA)

“It should make you feel proud of being part of this country. The headline doesn’t do that.” (Russian Participant, NY)

“It has nothing to do with me as a middle aged, healthy person.” (Russian Participant, NY)

“It’s only for children and ill people.” (Arab Participant, LA)

“Improvements in healthcare stand out, but how? Why will it unify us? It’s not totally clear, I don’t see the connection.” (Polish Participant, Chicago)

- The visual is considered somewhat plain and un-engaging. One Russian described the black background as “funeral-like.” Some feel the words “US Census” need to be given more prominence.

“We want to see this is the Census right away, to know what it’s for.” (Russian Participant, NY)

“It’s too plain, very blank visually.” (Arab Participant, LA)

- Some are looking for a specific reference to illegal immigrants having nothing to fear from the Census.
- “Confidential” needs a better explanation, since it is not the same as “anonymous.”



Among the motivational executions, “Dad is Hero” TV catches attention and effectively uses the family life scenario. The mention of \$3 trillion further engages the audience.

- Many participants relate strongly to the family atmosphere depicted in “Dad is Hero.” The message is understood and speaks to how participation in the Census is easy and can impact multiple generations. Education is an important topic for many, and the idea of the father teaching the value of participation to his children is well-liked.

“I must fill it out to make things better for my children, for the future.” (Russian Participant, NY)

“I think it works. The family talking is real.” (Arab Participant, LA)

“Education is a very important subject.” (Arab Participant, LA)

- Some, especially Poles, feel the humor contributes to the ad’s memorability.

“The concept is good...Some humor makes it memorable.” (Polish Participant, Chicago)

“I think it works, it grabs your attention.” (Polish Participant, Chicago)

- Overall, the \$3 trillion dollars is motivating and considered new, important information. The idea that this money is shared across communities is positive, and encourages participation and discussion with friends and family. Providing more specific examples of how the money will be used would be beneficial.

“\$3 trillion for a better future for the kids, I like that.” (Polish Participant, Chicago)

“They should give more information on how they spend it.” (Polish Participant, Chicago)

“The more we know about the Census, the more it encourages us to participate.” (Arab Participant)

- However, for some, \$3 trillion dollars is such a large, un-relatable number that it doesn’t seem credible.

“That much money doesn’t seem credible.” (Polish Participant, Chicago)

“It’s such a huge number, I can’t relate.” (Polish Participant, Chicago)



The humor in “Dad is Hero” is seen by many as overly frivolous for such a serious and important topic as the Census. This is especially true among Russian Participants.

- The bumbling father is often seen as inappropriate for a topic as important as the Census. The humor is described as childish, silly and overdone. The Russian immigrants have the strongest reaction to ‘clumsy Ivan’, viewing it as a condescending depiction of their nationality.

“Too much about Ivan and not enough about the \$3 trillion.” (Polish Participant, Chicago)

“Neither a serious enough nor a bad execution.” (Arab Participant, LA)

“The Census is a very serious event, it’s mandatory and this guy juggling is ridiculous.” (Russian Participant, NY)

“What do shish-kebabs have to do with the Census?” (Russian Participant, LA)

“What do they think, that all Russians are blockheads like Ivan?” (Russian Participant, LA)

“Our education level is pretty high, but the execution addresses us as if we are the Papuans.” (Russian Participant, NY)

- Other than the name “Ivan,” many Russian Participants feel the execution does not address nor reflect their community. Among Russians, it would be more realistic to feature a family sitting around a dinner table, where most serious discussions take place, than at a barbeque. Also, an urban setting would be more realistic than a suburban one.

“This has nothing to do with the Russian community.” (Russian Participant, NY)

“Russians don’t live in the suburbs, we live in cities.” (Russian Participant, NY)

- Some feel the execution takes too long to get to the point.

“It’s really vague. I would not know this was about the Census.” (Polish Participant, Chicago)

“It seems like a college fund execution.” (Polish Participant, Chicago)



“Epic Journey” is a clear, compelling TV execution that clarifies how the Census benefits communities. The execution motivates viewers to participate and to tell others.

- “Epic Journey” is a relevant, informative and motivating execution. It enables most viewers to relate both as an individual and as part of their community. The storyline is engaging and the benefits to the community are clearly understood. The execution speaks to the importance of individual responsibility, and encourages the viewer to participate and discuss the Census with others.

“The message is that the Census helps everyone in the community have a better life.” (Arab Participant, LA)

“This is important for us who didn’t know these things—why it helps.” (Russian Participant, LA)

“Much better, easy to understand. Much more information.” (Polish Participant, Chicago)

“It says it will help your target session. It makes me feel it will help people just like me.” (Polish Participant, Chicago)

“This presents the Census in a much more positive manner, makes me feel like I could really change something.” (Polish Participant, Chicago)

“It told us that the Census is important for all of us, not just Russians.” (Russian Participant, LA)

“It tells us we have individual responsibility to our community.” (Arab Participant, LA)

“This is much better—very convincing.” (Arab Participant, NY)

“If he can help his family, then I can help mine, too.” (Arab Participant, LA)

- The execution helps people understand that money is distributed based on the size of their community, which is often “new” news.

“It says that the more people that participate, the more money comes to us.” (Russian Immigrant, LA)

“That new money is distributed based on population—that is new learning, important to me.” (Arab Participant, LA)



The improbable ending to “Epic Journey” is the only notable weakness in the execution.

- The ending of the execution, with “Ivan/Ahmed” being tossed in the air, is considered too exaggerated, lacking in credibility and a little too frivolous for the Census. It also creates confusion about why so much attention is being placed on a single person (“*Did everyone else already participate?*”).

“The Census is very important, but it’s all up to Ivan?” (Polish Participant, Chicago)

“Picking up Ivan feels overdone. I liked the execution until I saw this.” (Polish Participant, Chicago)

“One man, one envelope, doesn’t say others are doing it ,too. They should all have envelopes. Too much focus on Ivan.” (Polish Participant, Chicago)

“Carrying him away is not credible.” (Russian Participant, LA)

- To some Russians, the idea of a man being carried away by a crowd is reminiscent of Soviet times.



The diversity pictured in the print execution “Can’t Move Forward” is attention-getting and speaks to “everyone.”

- Readers are attracted to the visual; it is colorful and depicts a diverse session that spans ethnicities, genders, vocations and socioeconomic classes. It speaks to both the individual and the community.

“It’s colorful, there are more people, it makes me want to stop and read.” (Polish Participant, Chicago)

“This speaks to a sense of ‘us’ or ‘we’...that you as an individual can have an impact.” (Polish Participant, Chicago)

“The picture of all kinds of people says the Census is a call to everybody, regardless of career, age, etc.” (Russian Participant, NY)

“It addresses everyone, all professions, as well as speaking to individuals.” (Arab Participant, NY)

“This is about everyone, not specific communities.” (Arab Participant, LA)

- While most participants very much appreciate seeing diversity in the crowd, some point out that it is important to be able to identify their own ethnicity in the execution as well.

“I see myself as one of the people in the picture, although there is no Arab in it. There should be an Arab face in this picture.” (Arab Participant, LA)

“They don’t look like Poles. If you’re talking to Poles, then they should look like Poles.” (Polish Participant, Chicago)

“We need to see Russian faces, too.” (Russian Participant, NY)

- The message—that Census dollars are used to improve your community, and are allocated based on community size—is clearly understood. Many say they are encouraged to participate and will discuss the Census with their family and friends.

“It encourages the community to (participate) together to improve resources in our lives.” (Arab Participant, NY)



Translation issues detract from the appeal of “Can’t Move Forward.”

- The translated headlines in the Polish and Russian versions contain multiple negatives, which muddle the meaning and sound overly assertive for a government organization. Also, the word “neighborhood” translated into Arabic and Russian seems to carry a different connotation. Several say that the translation errors give them a negative impression and suggest that this is not a serious issue, or, that the Census is sloppy in its work.

“It’s a sloppy translation from English.” (Russian Participant)

“The translation is very bad.” (Arab Participant, NY)

“Our neighborhoods’—what is that? We are not in a ghetto.” (Arab Participant, NY)

- Some Poles find the background visuals of the little houses to be confusing, or even insulting, as it seems to propagate outdated images of Poland.

“We’re not living in enclaves here.” (Polish Participant, Chicago)

“Looks like the middle ages, a very bad design.” (Polish Participant, Chicago)

- The bullet point style of “Checklist” is preferred, as it is easier to read than a block of text.



The message in the “NRFU” TV spot that a Census Taker may come to their homes is well-understood. When and why the enumerator comes is much less clear. Those most positive see the execution as a friendly reminder and an offer of help, if needed.

- The storyline of the spot is easy to follow and the message that an enumerator may come to their homes is clearly communicated. Some see the execution as both a welcome reminder to return the Census form and like the idea that someone is available to assist those that may need help in filling it out. Even among those most receptive, there is an expectation that arrangements for the visit will be made in advance by phone.

“It’s very positive, good people helping by walking house to house.” (Polish Participant, Chicago)

“The message is important. Some people may need help.” (Polish Participant, Chicago)

“This works as a reminder to fill it out and send it.” (Polish Participant, Chicago)

“It’s informative to know that a Census Taker will come if the form is not sent.” (Russian Participant, LA)

“The government official is coming to help, not to punish us.” (Arab Participant)

- The elderly and non-English speakers are two sessions that are seen as potentially benefiting the most from personal assistance. Readers would like to see it mentioned in the execution that enumerators are available who speak their native language.

“It must explain why enumerators will come out and that they will speak Russian, so those that cannot fill it out on their own can get help.” (Russian Participant, NY)



To many, the idea of an unsolicited visit from a Census Taker is disconcerting or even threatening.

- Across all three ethnicities there is negative reaction to the idea of a government official coming unsolicited to their doors and asking questions. For many, it conjures up recollections of repressive government regimes. Arabs, specifically, feel they are under suspicion by the US government simply because of their ethnicity.

"I will not let them in. I'm not going to trust that person. If I want to do this, I will do it myself." (Polish Participant, Chicago)

"I don't like to be controlled or counted." (Polish Participant, Chicago)

"How do they know I didn't send it in? That's not anonymous anymore!" (Polish Participant, Chicago)

"It's absurd. How will they know I have not sent it in?" (Russian Participant, NY)

"If you don't fill out the form, an official will come to my door—I don't want to deal with that. I will not even open the door." (Arab Participant, LA)

- Some feel this execution suggests a violation of privacy, and raises questions as to whether the Census is voluntary or mandatory. Many find the tone of the execution to be more of a warning or intimidation than a motivation.

"If this is a duty or legal obligation, they should tell us this." (Polish Participant, Chicago)

"It makes it sound compulsory, is it?" (Arab Participant, LA)

"That phrase—If I don't fill it out, someone will come—don't try to intimidate me! (Russian Immigrant, NY)

"If we need help, we'll ask for it." (Arab Participant, LA)

"Yes, I will fill it out to avoid a visit, but it's a negative." (Polish Participant, Chicago)

"It motivates you, true enough, but it scares us." (Polish Participant, Chicago)

- A few of the Russian and Arab respondents find the idea of needing help to be insulting, as if the government is suggesting that they are not intelligent enough to answer "10 easy questions" without assistance.

"It's ten easy questions. Am I dumb? Someone come to help me fill it out?" (Russian Participant, NY)

"If the questions are as easy as it says, why does an official come to the door?" (Arab Participant, LA)



Several alternative suggestions are offered by those uncomfortable with a Census Taker coming to their door.

- The idea of having a government official come to their home to ask questions is sensitive to many, but particularly to the Arab Participant community. Respondents offer several suggestions for how to alleviate these concerns and encourage participation.
 - Send them a reminder by mail first that the Census form needs to be returned; notify them that a Census Taker will come to their home if the form is not received.
 - Set up a telephone hotline (with native speakers) to allow them to ask questions.
 - If the Census form has not been returned, call them to let them know a Census Taker will be coming to their home.
 - Allow them to come to a common, public area, such as a community center to ask questions. Feature a respected speaker from their community that can discuss the Census and help alleviate concerns.
 - Allow Census forms to be completed over the Internet.



“The Right to be Counted” is a visually attractive print execution, with a concise message. Some feel that it would be nice to have help *if* they request it, and a Census Taker from their own community increases comfort levels.

- Many like the idea that a Census Taker is available to help them fill out the Census form, provided they have been contacted first.

“Here’s a person who will help me. I see this and then if someone comes out, I’ll be aware.” (Polish Participant, Chicago)

“It could be helpful if they will enlighten me to how I can help.” (Polish Participant, Chicago)

“It’s informative, clarifies what will happen.” (Polish Participant, Chicago)

“They must specify a time when coming, not just show up.” (Arab Participant, NY)

- The visual sets the expectation of what a Census Taker will look like (badge, uniform, etc.).

“It’s very good, it shows how they’re dressed.” (Polish Participant, Chicago)

“It makes sense to show a uniform if they wear one, or a badge.” (Russian Participant, NY)

“I can see how they will be dressed, so I’m not scared.” (Arab Participant, NY)

- The phrases “from your community” and “used for statistical purposes only” help to increase comfort levels. Readers would also like assurance that enumerators are available who speak in their native language. It would be helpful if the execution featured a person who reflects their own ethnicity.

“This should be a Russian and a city scene.” (Russian Participant, NY)

“I want them to speak Arabic.” (Arab Participant, NY)

“They should say the person will speak your language.” (Arab Participant, NY)



“The Right to be Counted” raises the same reservations as “NRFU”; many are simply uneasy with the idea of a government worker coming to their home to ask questions.

- Whether concerns are due to feelings of a violation of privacy or to a mistrust of government, many are simply uncomfortable with the idea of a Census Taker showing up at their door unsolicited. The phrase “the right to be counted” adds little value to the execution, and is contradictory to the idea of “the Census Bureau *wants*.”

“They say “right to be counted” and then say “duty”—so which is it?” (Russian Participant, NY)

“I prefer the mail, I don’t like people coming to the house.” (Arab Participant, NY)

- Arab Participants in LA react the most defensively, and several say they will be less likely to participate in the Census based on this execution. The translation in Arabic is unclear; some interpret the headline as the right of the government, not of the citizen. It is also noted that for the Arab community, a female enumerator should interview a female resident, and a male enumerator should interview a male resident.

“This sounds like a must do, an infringement on my freedom.” (Arab Participant, LA)

“They make you fill it out forcefully.” (Arab Participant, LA)

“The translation of the headline is bad, it says the right of the government, not ours.” (Arab Participant, LA)

“If a male comes to my home, I won’t answer, and if a female goes to the home of men, that’s bad, too.” (Arab Participant, NY)

- Like the TV execution, this print execution does not clearly state that the Census worker will come to your door only if the form is not returned. The phrase “you may hear a knock at the door” creates feelings of uncertainty and suspicion, since they do not understand under what circumstances they would receive a visit.
- A few mention that if the questionnaire contains only “10 easy questions” they shouldn’t need any help filling it out.

“Ten questions, it must be clear, I don’t need help.” (Polish Participant, Chicago)

“If the questions are as easy as it says, why does an official come to the door?” (Arab Participant, LA)



Both taglines work well with the campaign.

- Both taglines—“We Can’t Move Forward Until You Send It Back” and “It’s In Our Hands”—are believed by most to fit well with the executions, support the main message of the campaign, be realistic and motivate participation. Both taglines refer to their responsibility to participate in the Census.

“We can’t move forward — It tells you that your input counts.” (Arab Participant, LA)

- There is some confusion about the meaning of “we” by the Polish immigrant sessions in the “We Can’t Move Forward” tagline (*Does it refer to Poles in America? Society at large?*). For this session, larger font and Polish translations could possibly make the taglines more effective.
- For the second tagline, it is suggested that rather than saying “It’s in our hands” it say “The future is in our hands,” because “*It’s*” feels somewhat abstract and leaves them questioning.
- There are mixed opinions as to whether “\$3 trillion over a period of 10 years” or “\$300 billion every year over the next 10 years” is more compelling. Those who prefer the former statement find it more impressive, those who prefer the latter, consider it to be more concrete and relatable.



Chapter Five: Black Audiences

(African American, Black African, Black Caribbean, Bi-racial Black and Haitian)

It is important to note when reading this chapter that only African Americans, Black Caribbeans and Black Africans are represented in quantitative findings. Black Bi-racial and Haitian participant findings are reported based on group discussion only.

The research focused on eight core audiences across the U.S., including the “Black” market segment, which represented a variety of ethnic backgrounds.

- Participants for eight core segments were recruited across the continental U.S., Alaska, Hawaii and Puerto Rico.
- This chapter covers the “Black” market segment. (Other audiences are featured in separate chapters.)

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

A total of fourteen (14) sessions were conducted across seven markets for a total sample of 224 participants. A mix of “quali/quant” and “qual-only” methodologies were employed.

#	Sub-Segment	Market	Type of group	Participants per Group	Participants per Sub-Segment
1	African American	Chicago	Quali/Quant	22	88
2	African American	Chicago	Quali/Quant	21	
3	African American	Birmingham	Quali/Quant	25	
4	African American	Birmingham	Quali/Quant	20	
5	Bi-racial Black	Los Angeles	Qual Only	10	36
6	Bi-racial Black	Los Angeles	Qual Only	11	
7	Bi-racial Black	Atlanta	Qual Only	7	
8	Bi-racial Black	Washington, DC	Qual Only	8	
9	Black Caribbean Immigrants	New York City	Quali/Quant	21	40
10	Black Caribbean Immigrants	Miami	Quali/Quant	19	
11	Black African	Atlanta	Quali/Quant	19	43
12	Black African	Washington, DC	Quali/Quant	24	
13	Haitian Immigrants	Miami	Qual Only	9	17
14	Haitian Immigrants	New York City	Qual Only	8	
				Total	224

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights total number of participants representing each mindset by sub-segment.

Mindsets	Total Black Segment (n=224)	AA (n=88)	BC (n=40)	BA (n=43)	Bi-racial (n=36)	Haitian (n=17)
Leading Edge	49 22%	31 35%	6 15%	6 14%	6 17%	—
Head Nodders	78 35%	48 55%	10 25%	8 19%	12 33%	—
Insulated	26 11%	1 1%	11 28%	6 14%	4 11%	4 24%
Unacquainted	42 19%	—	11 28%	17 40%	2 6%	12 70%
Cynical Fifth	29 13%	8 9%	2 5%	6 14%	12 33%	1 6%

TV, radio and print executions presented to each sub-segment are outlined below.

Execution Name	AA	BC	BA	Bi-racial	Haitian
Awareness					
Silent Chant	●				
Forward	●	●	●	●	
Maybelle (A)	●			●	
Seeing Is Believing	●	●	●		
Beyonce	●	●	●	●	
Groundhog Day				●	
Floating				●	
Be a Hero		●	●		●
Motivation					
Maybelle (M)	●			●	
Frank	●			●	
Bus Stop	●	●	●	●	
Crowd	●			●	
Church	●	●	●	●	
10	●	●	●	●	
One Giant Leap				●	
Takes Village		●			●
Community			●		
NRFU					
Don't Miss Out	●	●	●	●	●
Doorway	●	●	●		

The rotation schedule used for all ‘quali/quant’ sessions is outlined below.

All of the executions were in an unfinished stage of creative development.

African Americans				Black Caribbean Immigrants		Black African Immigrants	
Chicago #1	Chicago #2	Birmingham #1	Birmingham #2	NYC #1	Miami #1	Atlanta #1	DC #1
<i>Silent Chant</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Maybelle</i> (A) TV	<i>Silent Chant</i> (A)TV	<i>Forward</i> (A) TV	<i>Be A Hero</i> (A) Radio	<i>Forward</i> (A) TV	<i>Be A Hero</i> (A) Radio
<i>Forward</i> (A) TV	<i>Seeing is Believing</i> (A) TV	<i>Silent Chant</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Seeing is Believing</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Beyonce</i> (A) TV
<i>Maybelle</i> (A) TV	<i>Silent Chant</i> (A) TV	<i>Forward</i> (A) TV	<i>Seeing Is Believing</i> (A) TV	<i>Seeing is Believing</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Seeing Is Believing</i> (A) TV	<i>Forward</i> (A) TV
<i>Frank</i> (M) TV	<i>Crowd</i> (M) Print	<i>10</i> (M) Print	<i>Maybelle</i> (M) TV	<i>Be A Hero</i> (A) Radio	<i>Forward</i> (A) TV	<i>Be A Hero</i> (A) Radio	<i>Seeing Is Believing</i> (A) TV
<i>Bus Stop</i> (M) TV	<i>Church</i> (M) Print	<i>Church</i> (M) Print	<i>Bus Stop</i> (M) TV	<i>Bus Stop</i> (M) TV	<i>Takes a Village</i> (M) Print	<i>Bus Stop</i> (M) TV	<i>Community</i> (M) Print
<i>Crowd</i> (M) Print	<i>10</i> (M) Print	<i>Crowd</i> (M) Print	<i>10</i> (M) Print	<i>10</i> (M) Print	<i>10</i> (M) Print	<i>Church</i> (M) Print	<i>Church</i> (M) Print
<i>Church</i> (M) Print	<i>Bus Stop</i> (M) TV	<i>Bus Stop</i> (M)TV	<i>Church</i> (M) Print	<i>Church</i> (M) Print	<i>Church</i> (M) Print	<i>10</i> (M) Print	<i>10</i> (M) Print
<i>10</i> (M) Print	<i>Don't Miss Out</i> (N) Radio	<i>Frank</i> (M) TV	<i>Crowd</i> (M) Print	<i>Takes a Village</i> (M) Print	<i>Bus Stop</i> (M) TV	<i>Community</i> (M) Print	<i>Bus Stop</i> (M) TV
<i>Doorway</i> (N) Print	<i>Doorway</i> (N) Print	<i>Don't Miss Out</i> (N) Radio	<i>Doorway</i> (N) Print	<i>Doorway</i> (N) Print	<i>Don't Miss Out</i> (N) Radio	<i>Doorway</i> (N) Print	<i>Don't Miss Out</i> (N) Radio
<i>Don't Miss Out</i> (N) Radio		<i>Doorway</i> (N) Print	<i>Don't Miss Out</i> (N) Radio	<i>Don't Miss Out</i> (N) Radio	<i>Doorway</i> (N) Print	<i>Don't Miss Out</i> (N) Radio	<i>Doorway</i> (N) Print

Black Bi-racial and Haitian sessions did not participate in electronic data collection. These sessions consisted of group discussion only. The concept rotation schedule for ‘qualitative only’ sessions is outlined below.

All of the concepts were in an unfinished stage of creative development.

Bi-racial Black				Haitian Immigrants	
Los Angeles #1	Los Angeles #2	Atlanta #1	DC #1	Miami #1	NYC #1
<i>Forward</i> (A) TV	<i>Floating</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Be A Hero</i> (A) Radio	<i>Be a Hero</i> (A) Radio
<i>Beyonce</i> (A) TV	<i>Forward</i> (A) TV	<i>Ground Hog Day</i> (A) TV	<i>Forward</i> (A) TV	<i>It takes a Village</i> (M) Print	<i>It takes a Village</i> (M) Print
<i>Ground Hog Day</i> (A) TV	<i>Beyonce</i> (A) TV	<i>Forward</i> (A) TV	<i>Floating</i> (A) TV	<i>Don't Miss Out</i> (N) Radio	<i>Don't Miss Out</i> (N) Radio
<i>Bus Stop</i> (M) TV	<i>One Giant Leap</i> (M) Print	<i>10</i> (M) Print	<i>Maybelle</i> (A) TV		
<i>Maybelle</i> (M) TV	<i>10</i> (M) Print	<i>One Giant Leap</i> (M) Print	<i>10</i> (M) Print		
<i>10</i> (M) Print	<i>Bus Stop</i> (M) TV	<i>Bus Stop</i> (M) TV	<i>One Giant Leap</i> (M) Print		
<i>Church</i> (M) Print	<i>Maybelle</i> (M) TV	<i>Maybelle</i> (A) TV	<i>Bus Stop</i> (M) TV		
<i>One Giant Leap</i> (M) Print	<i>Church</i> (M)Print	<i>Don't Miss Out</i> Radio	<i>Church</i> (M) Print		
<i>Don't Miss Out</i> (N) Radio	<i>Don't Miss Out</i> (M) Radio	<i>Church Print</i>	<i>Don't Miss Out</i> (N) Radio		



Quantitative data was segmented according to gender, age, income level, mindset and a number of other variables.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participate, feelings about the Census and likelihood to recommend participation to others

Cultural insights — African Americans (AAs)

- African Americans have historically been very skeptical about the Census and as a result have been “under counted” and therefore “under-served.” Many, especially those in heavily concentrated African-American communities, would rather not have the government know anything about their personal lives. In fact, many believe that if the government had such information it would be used towards negative purposes, not positive. Further, while Census messages about improving community services may sound good they will have to overcome a significant “believability hurdle” given that many African Americans have never felt or seen any positive/tangible benefits or improvements in their communities that can be attributed to the Census.
- Related to the above, this historical lack of compliance has unfortunately translated to a lack of, or at least a lower level of, knowledge about the Census and its attendant benefits. For example, in these qualitative discussions, while many African-American respondents were astounded to learn about the sizable funds “controlled” by the Census, it was quite likely that many did not even know funds allocation of any kind to individual communities was involved.
- Campaign to African Americans today must address and resolve a cultural contradiction. While there's an outcry from African Americans to be seen as the same as everyone else, and treated as such, there is also the inherent and culturally driven need to be recognized as different and distinctive. Inclusion is the easy part, but it won't address the issue/problem that African Americans are under counted as a result of non-compliance. The challenge is to develop and deliver the necessary targeted messages without offending African Americans or at least making them feel they are being singled out.

Cultural insights — Black Bi-racial Americans (BB-Rs)

- In this study the Bi-Racial respondents had no historical or geographic sense of a unified community, as they resided in a variety of neighborhoods and represented a variety of lifestyles. Many, especially in the Los Angeles groups, spoke of having a wide range of community issues that face them, from clean beaches, parks and oceans, to crime, safety, and rundown neighborhoods.
- Not surprisingly, their primary if not sole aspect of unification was their bi-racial designation. Although society may essentially categorize them as Black or African-American because of their physical appearance, i.e., skin color, most of these respondents preferred the Bi-Racial designation. In fact, the most prominent example of this societal phenomenon is the fact that Barack Obama will go down in history as this country's first African-American President, as opposed to our first Bi-Racial President.
- Many of these respondents seemed to be experiencing an inherent conflict of recognizing the other aspect of their “bi-ness.” Since the other aspects of their “bi-ness” could be either Caucasian, Latino or Asian etc., all of which have additional multi-dimensional cultural layers of origins, it makes their ethnical point of reference all the more undefined.

Cultural insights — Black African Immigrants (BAs)

- African immigrants, for the most part, seemed perfectly willing to assimilate into the African-American community. Yet in doing so, they maintained a strong sense of pride regarding their African heritage.
- Additionally, some of these respondents, especially in Washington, D.C., were very cautious and apprehensive about providing information to the Census, especially given the potential implications it might have regarding immigration issues.
- For some, mistrust of their respective African governments has apparently carried over to also create a mistrust of the U.S. government as well, as represented by the Census. Mistrust aside, as a group, for the most part, they intend to comply with the 2010 Census.

Cultural insights — Black Caribbean Immigrants (BCs)

- Their very status as Immigrants, compounded with their being Black gives them mixed feelings about being appealed to by any government agency. While motivated to take part in the Census because it makes them feel part of the general American population, it also sharpens their need to be perceived and addresses as distinct and different from African Americans.
- The strong sense of a Caribbean cultural identity makes the choice of proper communication venues a vital one.

Cultural insights — Haitian Immigrants (Haitian)

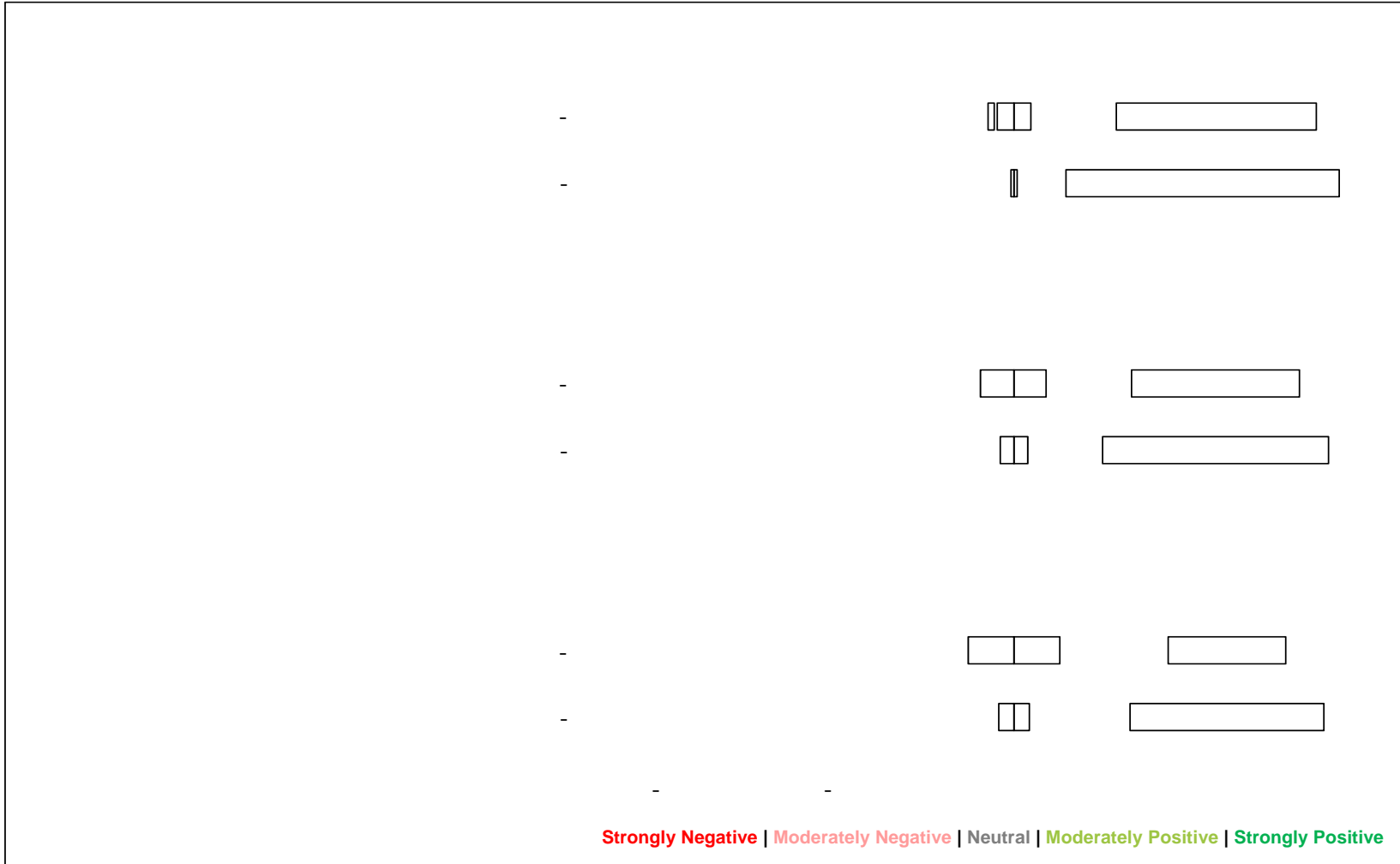
- Haitians want to be recognized and accepted for their distinct culture within the larger Caribbean community. Speaking to them in their own language makes them proud.
- Haitians quickly accept their duty to participate in the Census. Many hope that the results of the Census will produce a stronger “Little Haiti.” This is a natural assumption for a community that is largely isolated by language and culture.
- Historically, Haitians are cynical towards government and perceptions of overpromises. Overpromising can be misconstrued as covert.

Likelihood to participate, likelihood to recommend participation to others and overall favorability toward the Census all increase significantly following exposure to the 2010 Census Campaign.

- **Likelihood to participate in the Census** is high to begin with among Black audiences, with 87% of participants indicating they are probably or definitely going to participate. This figure shifts significantly in the positive direction to 98% after exposure to the campaign.
 - Participants under 35 years of age are less likely than those 35+ to participate in the Census pre and post exposure.

“It’s not talking to me. I’m single and younger. I don’t do these things they are showing in these executions.” — Black Bi-racial
 - AAs are significantly more likely than BCs or BAs to participate before exposure to the campaign. There are no differences between these sub-segments after exposure.
 - Those who own their homes are significantly more likely than renters to participate in the Census before exposure to the campaign. There are no differences between these subgroups after exposure.
- **Likelihood to recommend participation** to friends, neighbors and family members also increased significantly after exposure to the campaign, from 77% pre to 92% post.
 - Participants under 35 years of age are less likely than those 35+ to recommend participation to others pre and post exposure.
 - While there are no differences in likelihood to recommend participation to others across income ranges prior to exposure, after exposure those with household incomes of less than \$50K are significantly more likely to want to encourage others to participate than those making \$50K or more.
- **General feelings about the Census** become significantly more favorable after exposure to the campaign, from 70% pre and 90% post.
 - There are no significant differences between subgroups, pre or post, on this measure.

Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.



Overall, the 2010 Census campaign captures attention and communicates a variety of positive messages.

- For the most part, the executions in the campaign **capture attention** and leave viewers with a **good feeling** about the Census.
- **Relevance** (whether the communications have to do with them and their needs) and **resonance** (whether the communications speak to them as individuals) tends to vary by execution and by subgroup (age, gender, income level, etc.).
- In group discussion and on written questionnaires, Black audiences most frequently playback the following **key messages** for the campaign:

- The Census provides help for the community/city/town and benefits everyone with specific improvements.

“It conveyed how important it is to be counted. How your family will gain from the Census. It’s for us and future generations.” — Black African

“The Census affects your community. It’s about progress, growth and a better future.”—Haitian

- The Census determines allocation of funding, fair share, helps the government know where to provide services.

“You should fill the Census out so that you get representation for the allocation of funding.” — Black Bi-racial

- The Census is important, makes a difference, change can happen.

“We all have a voice and we need to be heard and contribute to help our communities.” — African American

- Your participation counts.

“They care about you and want you to be part of the process.” — Black African

- It takes a unified voice / everyone needs to be counted to move forward.

“We can’t make the changes that are needed until people, all of you, participate.” — Black Bi-racial

“I like how it shows how important it is for the community to be united to get something done.” — African American

- The Census is quick and easy to complete.

“10 questions motivates me to participate.” — Black African

“It’s simple so you should fill it out.” — Black Bi-racial

After being exposed to the campaign, participants were asked to indicate how convincing the campaign is on the following series of intended messages.

- Overall, the vast majority of Black participants **agree the campaign convincingly conveys the importance of the Census, ease of participation, the relationship between participation and fund allocation, and the potential to positively impact communities.**
- They are **less convinced / less likely to hear** messages related to **trust, confidentiality and legal obligation.**
- Those **under age 35** tend to **find the campaign less convincing** in conveying many of these messages than those 35+.

Campaign Diagnostic Measures | Black Audiences n=171



For many, much of what is communicated in the 2010 Census campaign is new learning. This new learning is compelling and motivational.

- The **most prevalent and perhaps most significant learning** Black audiences takeaway from the campaign is that the **Census is more than a headcount** — that it can actually impact public services in their communities. The importance of participation, specific types of services and amount of funding to be allocated are also identified as new information.

“I didn’t think the Census did anything but count the population.” — African American

“(What’s new?) That my community can suffer if I don’t participate.” — Black Caribbean

“That the Census impacts transportation in my neighborhood.” — Black African

“That they create job training.” — Black Bi-racial

“There’s lots of money and if we don’t participate it won’t come to my community.” — Black Caribbean

“The \$3 trillion dollars is new.” — African American

“I had no idea they spread huge sums of money across the country. I thought they were just a head count.” — Black Bi-racial

- This new way of looking at the Census is compelling and **leaves respondents across sub-segments more driven to participate.**

“This is another way to show involvement and it makes me want to get involved.” — Black African

“It’s a wake up call about the Census and what it means to our daily lives. This has a great impact.” — Black Caribbean

- A minority have **difficulty identifying anything** in the campaign that **speaks directly to their needs.** This is especially true among younger participants and those from more affluent communities.

“Since schools, healthcare and the other benefits don’t really relate to me, I just keep wondering how they help me?” — Black Bi-racial

“I don’t ride the bus so I just can’t relate to this” — African American

“Maybe it’s not going to happen in my community because we have everything we need. But someone will need it, so it’s still worth doing anyway.” — Black Bi-racial

- Those who fell into the category of Black Bi-racial were motivated by executions that spoke to them as bi-racial people.

“All of these different people [in Beyonce], it’s inclusive. It encourages everyone to participate. The Census is for all of us.” — Black Bi-racial

“Again, [Church] is overly targeted to Blacks.” — Black Bi-racial

“I can’t relate to these people [in Bus Stop] and it’s negative.” — Black Bi-racial

While the campaign successfully increases likelihood to participate, it also raises questions about the process and how it all works. Some remain skeptical that the Census can or will deliver what the campaign is promising.

- Regardless, **many are looking for more detailed information** about how the Census works related to fund allocation, the role of Census Takers and when they come to your door, as well as real-life examples of past improvements the Census has made at the community level.

"It makes me wonder how they determine distribution. How do my answers impact what portion we get? They need a website where you can get more information." — Black Bi-racial

"(What's missing?) How it works, how the money is allocated and what allocations are based on." — Black Bi-racial

"I want to know where the money will be spent (and on what). It did not mention specific programs and how it's going to benefit the Haitians." — Haitian

- Given the current economic environment, some **question where the \$3 trillion will come from.**

"Three trillion dollars is not believable in this economy right now. I don't trust it." — African American

- Others are **skeptical** that, even if the money is available, **it will make it all the way into their communities.**

"I feel optimistic and skeptical. Skeptical that my voice really counts. I've never seen any changes in my community." — Black African

"There has been Census's before and people still don't have healthcare, so I'm skeptical that it will really get done." — African American

"There's just too many layers between me answering and the actual distribution of the money (to think I will actually see an impact)." — Black Bi-racial

"They are telling you what you want to hear to fill out the form but they have a short memory and will forget about us." — Haitian

"Nice promise, important things like schools. Is it for real? Is it nice talk? Because we don't see anything." — Haitian

Specifically targeting Black audiences in the executions is met with mixed reaction. The preference seems to lean toward increased diversity. When executions are targeted to a specific ethnic group, it is suggested they only be shown in ethnic targeted media.

- Many of the executions are clearly targeting Black audiences and reaction to that is mixed. Those more positive feel the targeted communications are speaking to them in a more personal way.

“Seeing these executions it says that it’s important for Black people to fill out the Census, and that’s right!” — African American

“I think they did a good job targeting us. It’s a good accent and it makes me more likely to listen.” — Black African

- However, several across sub-segments want to see more diversity in the campaign because they feel it is more realistic. Not surprisingly, Black Bi-racial participants and younger participants across sub-segments are most vocal on this issue.

“It kind of puts us in a box.” — African American

“They should have more diversity, especially in the first radio execution (Hero). It’s a little offensive. The accent was trying too hard.” — Black African

“Lot’s of people need help, not just African Americans. I am a melting pot and I live in a melting pot.” — Black Bi-racial

- There is some discussion suggesting that ethnic-specific executions are not a problem as long as they are only run in ethnic- specific media.

“Where will these executions be? As long as it’s in a Caribbean newspaper then it’s acceptable and it attracts me. But I don’t want to see this in ‘The Times’.” — Black Caribbean

“10 simple questions” has universal appeal. Reactions to phrasing related to funding and confidentiality vary by sub-segment.

- **“10 simple questions”** — Black audiences are surprised to hear the form is only 10 questions and the majority say it positively impacts their likelihood to participate.

“You usually think it takes so long. This is very new to me.” — Black African

“Ten little questions are not too much of a price to pay for a better community.” — Haitian

- **“\$3 Trillion every 10 years”** — African Americans and Bi-racial Blacks generally prefer \$300 million every year vs. \$3 trillion over 10 years, because the number is easier to fathom and ‘every year’ makes it feel more immediate. More of the BAs and BCs like the \$3 trillion figure simply because it is so impressive. Both figures sound so big to Haitians that they threaten credibility of the overall message.

“Three trillion is very motivating. It’s a lot of money. It makes me feel as if we matter. That our community matters.” — Black African

“Three hundred billion is more relevant. It’s easier to understand than trillions.” — Black Bi-racial

“It’s too much. It’s not meaningful. It’s a trick to make me complete the questionnaire.” — Haitian

- **“Confidentiality”** — Reaction to messages related to confidentiality and information security are mixed. As citizens, African American and Black Bi-racial respondents are obviously least concerned. Immigrant populations are more divided on the credibility of these statements. Haitians are especially suspicious of sharing any information with the government.

“Nothing is confidential these days but that doesn’t impede my participation.” — African American

“When you know why they are asking you to fill out the form then it’s nothing to be afraid of.” — African American

“The government already has all this information on me anyway, so it doesn’t matter.” — Black Bi-racial

“They are telling you that Immigration is not a part of this. Don’t worry. If you don’t have your papers it’s okay.” — Haitian

“I need more details. What’s the role of the government? I need assurance that it’s an independent bureau.” — Haitian

“They must reassure privacy and confidentiality. It should state that nothing will happen if you fill it out.” — Haitian

“In order to open the door it needs to say that it’s not Immigration.” — Haitian

Campaign conclusions and recommendations

- Black audiences are interested enough to want more information about how the Census works including the overall process, how funding allocations are determined, specific examples of how the Census has helped communities in the past, mail-in forms vs. Census Takers, etc.
 - Black audiences are looking for a better understanding of how funds are allocated. For example, if funding is allocated based on population only, then do smaller communities get less?
 - Learning that the Census is not just a population count, but actually dispenses funds to improve communities across the nation is new information for the majority of participants — and it significantly increases interest in participation. However, there is still a fair amount of skepticism surrounding whether they will actually see impact in their own neighborhoods. Showing real-life examples of exactly how the Census has helped other communities would likely help build confidence and credibility.
 - As they currently stand, the NRFU executions generate some confusion about whether you mail a form in or someone comes to your door. While this might be less of an issue when executions are rolled out in phases, it will still be very important to clarify that if they mail in their form no one will come to their doors.
 - Showing the Census form in the executions whenever possible will help to further illustrate how simple it is to participate.
 - Providing a website address in the executions directing people to more detailed information will also be helpful and would be a good place to post those “real-life” applications of past Census-funded projects they are looking for.
- Most participants seem to take note of the references to confidentiality of information. Citizens and legal residents have little concern, either because they trust the information is truly held in confidence, or because they don’t believe any information is confidential these days, so it doesn’t matter. Illegal immigrants are obviously quite concerned and the campaign could do more to convince them they don’t need to be. To convey this information more clearly, more prominently and in a variety of ways will be important in convincing these individuals to participate.

Campaign conclusions and recommendations (cont'd)

- Because Black populations are frequently undercounted in the Census as a result of non-compliance, it is important to continue to try to reach them on an ethnic level in hopes they will spread the word to others in their communities. However, across sub-segments participants voice concern about being singled out, especially in mass market media.
 - While this pertains to all of the concepts, it becomes a greater issue in executions that can potentially be interpreted as ‘stereotyping’ in some way — “Bus Stop,” “Crowd,” “Beyonce,” “Maybelle.” For many of the Black Immigrants — Haitians, BCs and BAs — the radio announcers’ accents are considered overdone, and therefore “trying too hard” to speak to them as individuals.
 - While this concern is mentioned across sub-segments, there is evidence that younger people and Bi-racial Blacks are likely most sensitive to ethnic targeting. Both groups suggest messaging that speaks to diversity — whether racial, gender, age, etc. — is much more reflective of their daily lives.
 - In fact, this research would indicate that the Black Bi-racial sub-segment can be considered a part of Diverse Mass from a messaging standpoint. Though being bi-racial was the commonality within each of the four Black Bi-racial groups, the participants showed little sense of unity or consensus — they couldn’t have been more diverse as a sub-segment.

Language considerations specific to Haitian Immigrants

- There are three phrases in the current Haitian versions of the executions that need to be restated to improve communication.

Original	Recommended Revisions
<p>Be a hero to your children. To your community. To your country.</p> <p>Tounen yon moun piti ou ka konte sou li. Tounen yon moun kominote'l ka konte sou li. Tounen yon moun peyi'l ka konte sou li.</p>	<p>Continue to be a well-informed citizen, a model to your family, community and country.</p> <p>Rete yon sitwayen kensekan ki se yon model pou fanmil'w, kominote'w ak peyi'w.</p>
<p>Don't talk about change.</p> <p>Pa pale de chanjman.</p>	<p>Lets take part in this change.</p> <p>An nou patispe nan chanjman sa.</p>
<p>Model citizen.</p> <p>Sitwayen modèl.</p>	<p>Well-informed citizen.</p> <p>Sitwayen kensekkan.</p>

“Forward” TV (A) — AA, BC, BA, BB-R

Attention-getting and contemporary with fairly broad appeal and potential for breakthrough.

- The vast majority of participants exposed to “Forward” indicate the execution **captures their attention** (94%), **is speaking to them** (80%), **leaves them with a good feeling toward the Census** (82%) and makes them want to **encourage others to fill out the Census form** (75%).
- Even though some mention that the execution is more targeted to young people and/or those that like hip-hop and rap, there are no significant differences between age groups on the above measures.

“It’s targeting a younger audience that’s into hip-hop.” — Black Bi-racial

“This would help get the younger generation into it. I am responding to this.” — African American

“I’m not a big fan of rap, but I have to admit that execution would get my attention if I saw it on TV.” — Black Bi-racial

- Audiences are drawn into the execution by the music, graphics and colors. The overall tone of the execution reminds several of the **Obama campaign**.

“The song is catchy. It’s a genius way to get the point across.” — Black Bi-racial

“It made me feel good — the song, the hammer, the words — and it makes me want to share the information with others.” — Black Bi-racial

“The look and feel of it reminded me of Obama’s presidential campaign... to make it happen we all have to participate.” — Black Bi-racial

“The feel is very ‘Obama-ish’. It seems like part of the hope and change.” — Black Bi-racial

- Respondents are mixed regarding whether the execution is specifically targeting Black audiences.

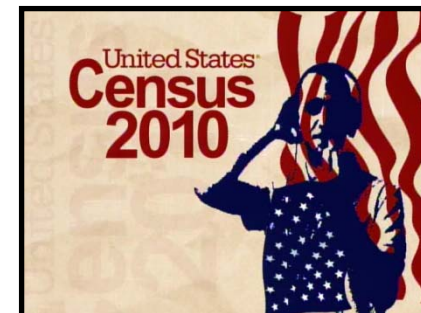
“It has a contemporary feel, it’s modern, stylized. The target is broad so it would make me tell others.” — Black Bi-racial

“That beat and the people, it’s about us. It’s reaching out to us. It says come out as a people to be represented.” — Black Caribbean

- Some feel the execution is “trying too hard” and one gentleman perceives the hip-hop/rap music as a form of stereotyping.

“I think all these executions are stereotyping. It’s the rap music in this one.” — African American

“It’s trying too hard...it’s a very narrow demographic and I didn’t like the music.” — Black Bi-racial



Viewers take away a clear message, that you have to participate to see results. Though they continue to suggest they need more detailed information.

- The vast majority feel the execution is **relevant** (86%), **believable** (92%) and **easy to understand** (82%).
- Black audiences take away high-level **key messages** that **the Census is important, participation can make a difference in your community and if you don't participate change won't happen.**

"Nothing's going to happen unless you send it back." — African American

"We can't move forward' is catchy. It is speaking to all of us." — Black Bi-racial

"I realized that if I don't participate my community will not move forward." — Black Caribbean

"They are telling us they need your information to have an impact." — Black African

- The message that the **Census is a "tool" for community improvement** also comes through clearly and is well-received. However, many are looking for **more details about "how" the "tool" works.**

"It is very positive how they are describing the Census as a tool to make change." — African American

"It tells you the Census is a tool that you can use." — Black Bi-racial

"It doesn't tell me enough about how it's a tool, why it's important to send it back." — Black African

"It's catchy but it's vague, it doesn't give you the how." — Black Caribbean

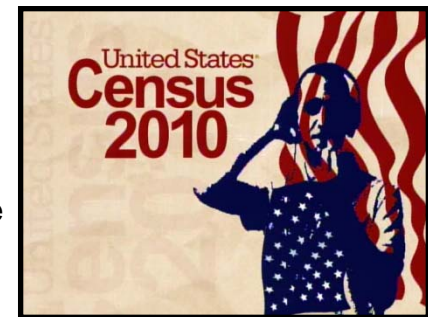
- While some are also able to playback **specific messages related to schools, hospitals and \$3 trillion in funding,** others feel these **detailed messages are overpowered by the music and graphics.**

"It's pretty easy to understand. Schools and hospitals will be improved." Black Bi-racial

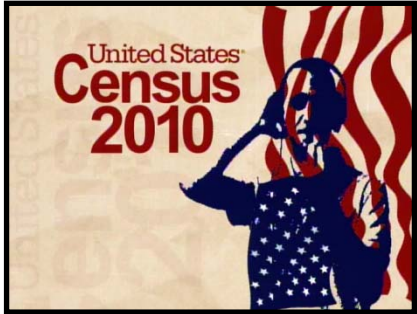
"There's so much going on that you can't really follow the words or the message." — Black Bi-racial

"The music really caught me but I didn't get much information." — African American

- While **fewer than half of participants feel they learn anything new** from the execution (39%), females, those under 35 years of age, renters, and BAs and BCs are significantly more likely to agree the execution provides new information.



“Forward” TV — summary of diagnostic measures



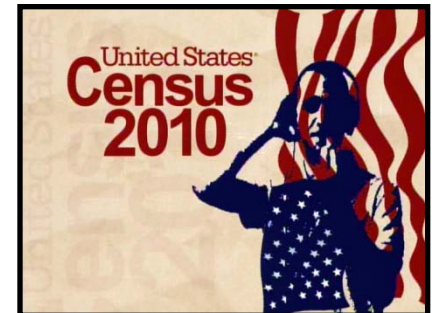
Diagnostic Measures for “Forward” | Black n=130



Strongly Disagree | Disagree | Agree | Strongly Agree

Considerations prior to final production.

- Target younger, less established audiences.
- Directing viewers to a Web site to interact with the Census and get more details will further engage them in the overall process.
- Tying this execution to digital Census initiatives and other Web 2.0 venues (MySpace, Facebook, Twitter, etc.) could be another way to engage younger audiences.



“Beyonce” TV (A) — AA, BC, BA, BB-R Attention-getting and upbeat, but with serious concerns about appropriateness for the Census; probably better as a PSA.

- Overall, a large majority of the participants among the AA, BC and BA sub-segments indicate that the Beyonce execution **captures their attention** (94%) and is **talking to them** (78%). Black Bi-racial participants also talk about being drawn into the execution based on Beyonce’s celebrity status.
- The sense of fun and energy in the execution is also appealing, especially among younger viewers.

“This is the best so far. A popular celebrity that I can relate to and it’s informative.” — Black Bi-racial

“The level of ridiculousness was quite amusing.” — Black Bi-racial

- Some, especially in the BC and BA groups, feel that Beyonce is setting a good example for the Black community by getting involved in the Census, which makes them more interested in participating as well.

“If she can do it, we can do it.” — Black African

“If she can do it, so can I.” — Black Caribbean

“This encourages each individual to fill out the form.” — African American

- On the flip side there are some strong negative reactions that come through in group discussion, including perceptions of stereotyping and suggestions that the overall tone of the execution is inappropriate for the Census.

“We don’t always want to see Black people associated with music and dancing. We shouldn’t always be depicted that way.” African American

“It’s too sexual for me. It’s distracting. It doesn’t go with the Census.” Black African

“This dancing doesn’t fit with the importance of the Census. She should be more serious and just be herself” — African American

“It didn’t look serious enough to me to be informative.” — Black African

“She should do it straight without the music video. It would be more impactful.” — Black Bi-racial

- A few feel Beyonce is overused and have grown tired of her.



Confusion based on first half; clear message communication by the end.

- While 84% of participants **do not find this execution confusing or difficult to understand**, group discussion reveals that several participants, including BB-Rs, have difficulty following the switch from reality to video when Beyonce ‘snaps’ herself into a fantasy video based on the premise that she’s the only one who filled out the Census form.

“The music video was confusing and distracted me from what they were trying to say about the Census.” — Black Bi-racial

“There’s too much focus on Beyonce and not enough on the Census.” — African American

“It got my attention and I was watching her but then I got lost when she started partying.” — Black African

“It focuses too much on her and her career.” — Black Caribbean

- This confusion is most prevalent among BAs (23%), BCs (18%), Unacquainted’s (25%), those born outside of the U.S. (20%) and those that do not consider themselves bilingual (28%).
- The second half of the video is much easier to follow, and it is from this part of the execution that most takeaway **key messages** including: **the Census is important / can make a difference** and **everyone needs to participate to ensure their community receives the funding it needs**.
- In addition, some playback the **availability of \$3 trillion dollars to be allocated to public services**, and that **everyone is included/can benefit** — younger as well as older, and across all vocations.

“It gives more information about the money and how participating in the Census can change your community.” — Black Caribbean

“The message is there, it’s lots of money and we all need to participate.” — Black Bi-racial

“You have to tell your story to get what you need.” — Black African

“This gives more information — that it’s mailed in March, the \$3 trillion dollars, etc.” — Black African

- Sixty-three percent (63%) of participants claim they do not learn anything new in the execution.

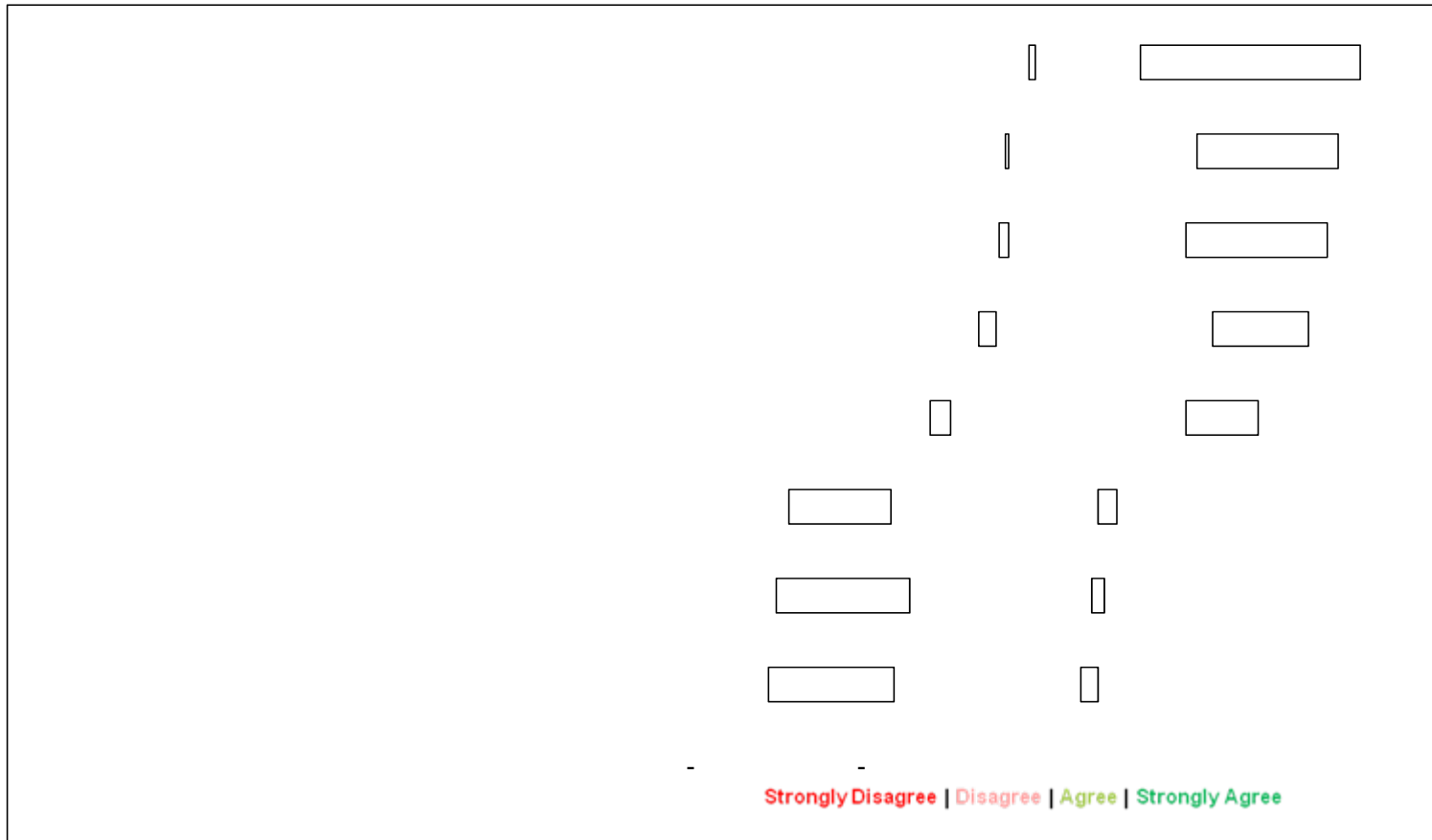
“They should be giving a message about why I should do this — not just dancing.” — Black Bi-racial



Diagnostic measures for “Beyonce” are as follows:



Diagnostic Measures for “Beyonce” | Black n=124



Considerations prior to final production.

- Because reactions are quite mixed, you may want to carefully consider whether or not to move forward with this concept.
- Beyonce is a positive role model for many, but her overt sexiness and the confusing storyline are a disconnect with the U.S. Census and the underlying community-oriented message.
- If Beyonce is a chosen spokesperson, she will likely have increased credibility if utilized in a more serious manner — perhaps something more like a public service announcement format.



“Seeing Is Believing” TV (A) — AA, BA, BC

Most meaningful to older participants and those that “get” the humor.

- The majority of participants indicate the execution **captures their attention** and leaves them with a **good feeling about the Census** (83% and 81% respectively). However, appeal of the execution is higher among older participants on several levels.
 - Participants 35+ are significantly more likely to feel the execution captures their attention.
 - Those 55+ are significantly more likely than those under 55 to encourage others to participate, and those 35-54 are significantly more likely than those under 35 to spread the word about the Census.
- Participants that quickly understand what’s happening in the execution feel it is quite informative and clearly demonstrates the different ways the Census helps communities.

“Participate and you will get services in your community like libraries and hospitals.” — African American

“I like this one the most. It tells you the Census is doing things.” — Black African

“It shows that we are unaware of the things the Census can do or does do.” — Black Caribbean

- Others, less positive, seem to interpret the execution very literally and are confused or insulted by the “silliness.” This is especially true among **BAs and BCs**, about one quarter of which find the execution both **difficult to understand** and **hard to believe**. Confusion and believability are **less of an issue among AAs** (5% and 10% respectively).

“This didn’t grab me at all. The humor is insulting. Just foolishness.” — Black Caribbean

“It’s hard to get a message with people falling down and everything.” — Black African

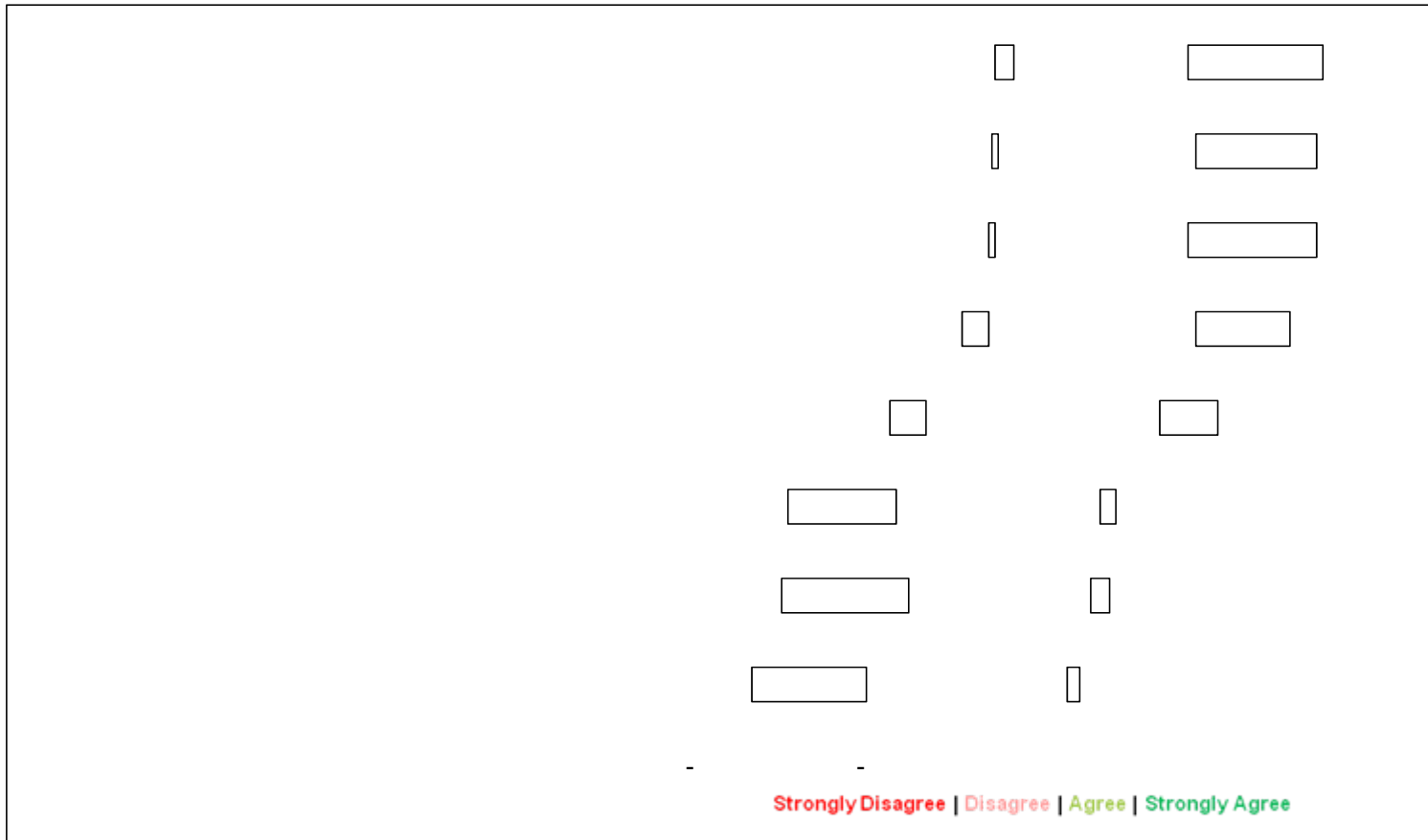
“The announcer sounds like he is blaming you in some way.” — Black Caribbean

“I didn’t like the bumping and crashing. I got the message but I would prefer a different approach. This is just too much. It’s silly.” — African American

- Key messages participants take away from this execution include **the Census is important, offers improved public services, everyone needs to work together / be counted** and **individuals can make a difference for their communities**.
- **Overall the majority find the execution relevant** (91%), but fewer **feel the execution is speaking to them personally** (73%).

Diagnostic measures for “Seeing Is Believing” are as follows:

Diagnostic Measures for “Seeing Is Believing” (A) | Black n=124



Considerations prior to final production.

- Given that this execution performs best among older participants and women, you may want to target these segments most heavily in your media buy.
- This execution has potential to convey some very specific and concrete messages about how the Census benefits communities, however, execution will be paramount in getting those messages across.

“Silent Chant” TV (A) — AA

Attention-getting, believable, with a clear and relevant message.

- The vast majority of participants indicate this execution **captures their attention** (93%), is **believable** (90%) and leaves them with a **good feeling about the Census** (92%). Eighty-two percent (82%), feel the execution is **speaking to them personally**.

“This is the best execution of all of them.” — African American

- The execution **also performs well on relevance** (92%) and **clarity** (93%) and participants take away a very clear message that **your “vote” counts and if you don’t participate your community will not get the resources it needs**. The need to work together and **encourage others to participate** is also clearly conveyed (93%).

“It’s telling you if you don’t do the Census you will not have a voice or an impact on your community.” — African American

“The community won’t get fully recognized if the individual doesn’t fill it out.” — African American

“If we all don’t come together we won’t benefit. Everyone needs to come together to be heard.” — African American

“It’s telling you that it takes everybody pulling together to have an effect.” — African American

“It’s very motivating to participate and tell others as well.” — African American

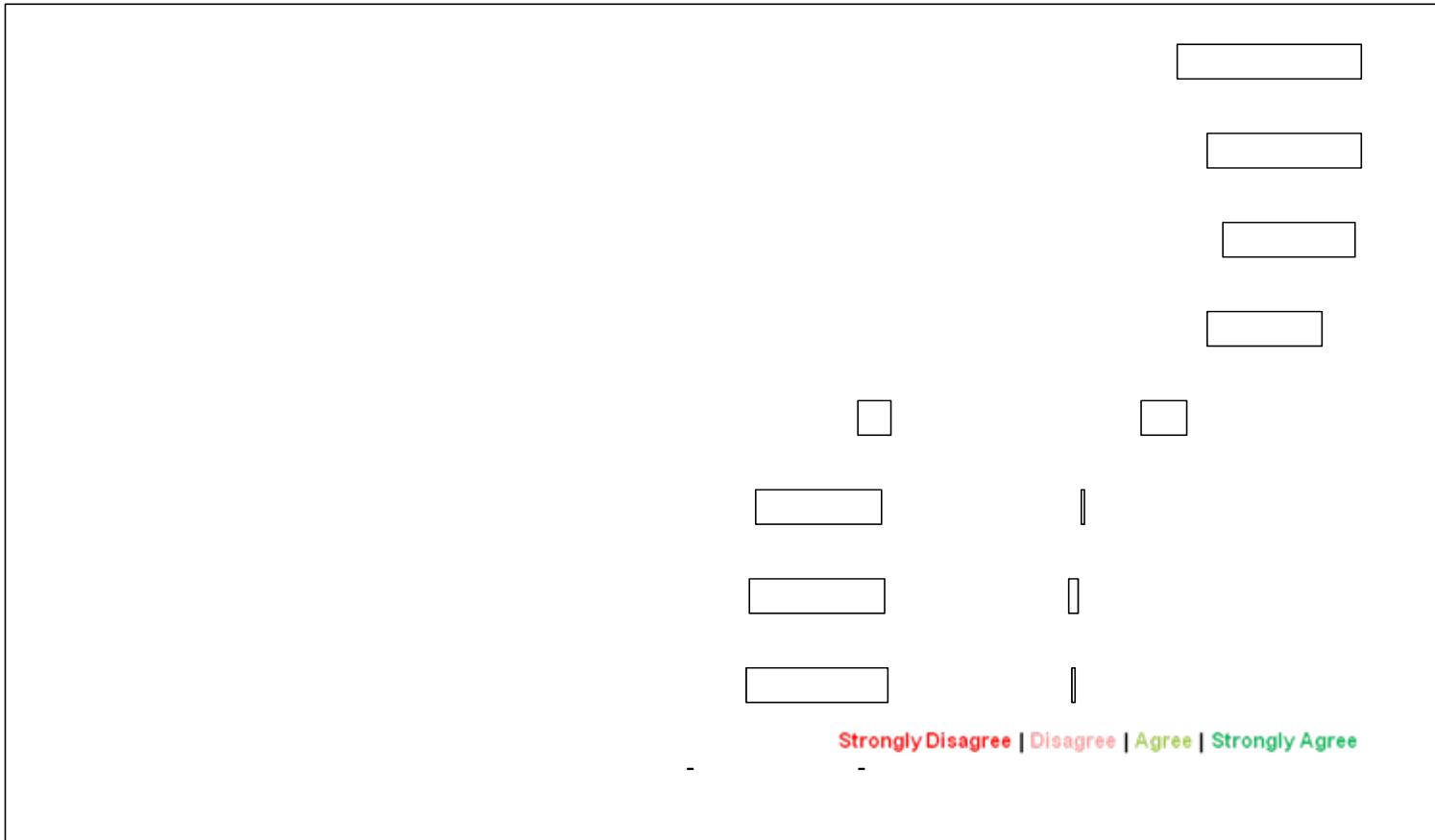
- The fact that no one in the execution has a voice until everyone participates raises a **concern** among a few respondents who feel the execution might be suggesting that **it’s an ‘all or nothing’ proposition**.

“It suggests that if one out of one hundred doesn’t participate then we won’t be heard. None of you count unless we get every vote.” — African American

- Reaction is **very mixed regarding whether respondents learn anything new**, though females are significantly more like to takeaway new learning (50%) than males (30%).

Diagnostic measures for “Silent Chant” are as follows:

Diagnostic Measures for “Silent Chant” (A) | Black n=88



This execution can be produced as planned.

- No need for changes were identified.

“Groundhog Day” TV (A) — BB-R

A hopeful message of change, but somewhat difficult to believe.

- “Groundhog Day” communicates **messages of “change” and “hope,”** which some participants find **inspirational and compelling.**

“It makes me feel hopeful that improvements will be made.” — Black Bi-racial

“I would watch it. The whole thing is about the message.” — Black Bi-racial

“These are things I can relate to, the things that improve.” — Black Bi-racial

“It’s inspirational. The words talked directly to me.” — Black Bi-racial

- However, the idea that the **Census** would be involved in neighborhoods **at this level is difficult for many to believe.**

“Graffiti equals poor and black. And things haven’t changed in a lot of neighborhoods for a long time. So I don’t believe it.” — Black Bi-racial

“If you participate you’ll get a Starbucks in your neighborhood? That’s not believable. It’s simplified, naïve and insulting.” — Black Bi-racial

- A few comment that because they **don’t live in run down neighborhoods** the execution **isn’t speaking to them.**

“This isn’t like where I live (no graffiti, etc.); I can’t relate.” — Black Bi-racial

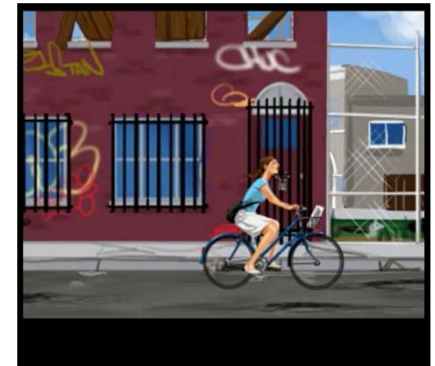
- Showing how the form is filled out and the girl mailing it back is lauded for **making participation seem easy.**

“Showing the girl mailing it back and showing me how to fill out the paper, that makes me feel that it is very easy to participate.” — Black Bi-racial



Considerations prior to final production.

- Keeping this execution interesting will be the priority in final production. In animatic form, the repetition is relatively effective in communicating “same old, same old,” but the actual soundtrack will be critical for keeping people’s attention and turning any confusion into intrigue. It’s difficult to say how well this execution will work without the voiceover explaining the plot along the way.
- Consider ways to help make the execution more believable. Even mentioning the Web address at the end with an invitation to “stop by the Census.gov Web site to learn more about how the Census can help your community” might add a lot of credibility.
- Because of the graffiti and bars on windows the execution is believed to be speaking to urban dwellers and/or those living in less economically sound areas. A version of the execution could also be created to target a more suburban or rural audience, by simply making adjustments to the surrounding scenery.



“Floating” TV (A) — BB-R

Communicates relevant information but utopian environment makes it difficult for many to relate.

- Key messages include: participating in the **Census is important, everyone counts, your participation helps determine how funding is allocated**. For some, this is new learning.

“They take the Census to determine allocation of infrastructure and social services, so if I fill it out I will be part of making my community better.” — Black Bi-racial

“They need to know about our community to distribute resources.” — Black Bi-racial

“I thought they did the Census to scope stats of the country, but I didn’t know it was about building communities and infrastructure.” — Black Bi-racial

“I learned that 2010 was the next Census.” — Black Bi-racial

- Those most positive like the **peaceful simplicity** of the execution and **the promise of what could be**.

“I like that one right there.” — Black Bi-racial

“It’s very clear, easy to understand.” — Black Bi-racial

“It shows how your community could be.” — Black Bi-racial

- Some of those less positive find the execution boring and slow. Others feel the suggestion that the Census can create such a utopian environment lacks credibility.

“I’d tune it out. It’s too simplistic. It wouldn’t get my attention.” — Black Bi-racial

“It looks like a Steford-type community.” — Black Bi-racial

“It’s too much make believe stuff for me.” — Black Bi-racial

“It’s unbelievable that the Census can take you to utopia or have the way to get there. It sets it all up as if Census is the key.” — Black Bi-racial.

“It doesn’t have an impact. It doesn’t excite me to participate.” — Black Bi-racial



No obvious recommendations.

- As currently executed, this execution primarily appeals to older participants and those residing in less urban environments.



“Be A Hero” Radio (A) — BA, BC, Haitian Attention-getting, informative and relevant. Least effective for BAs due to unbelievable spokesperson.

- The majority agree this radio spot **captures attention** (83%), is **relevant** (88%), **believable** (84%), **speaks to them** as individuals (84%) and leaves them with a **good feeling about the Census** (82%).

“They use a catchy beat to get our attention.” — Black Caribbean

“It’s upbeat, optimistic and motivating. I like everything.” — Black Caribbean

“I see it’s real, I see hope. We have the first Black President” — Haitian

- The majority also agree “Be A Hero” is **easy to understand** (77%). However, **BAs find the execution significantly more confusing** (33%) than BCs (13%). This is primarily because some BAs find the background music overpowering and the announcer’s accent somewhat awkward and difficult to understand.

“They’re trying too hard with the African accent, it’s almost offensive.” — Black African

“Why couldn’t he just have a regular voice?” — Black African

- Key messages include: the **Census is important**, can provide **important services to your community** such as schools, hospitals, jobs, etc., and **everyone needs to be counted** to make it happen.

“You can help your community through the Census.” — Black African

“I have heard of the Census before but now this has given me a better insight, how to participate for my community.” — Black Caribbean

“It tells me the Census is important and how it can help the children and senior citizens, hospitals, schools, jobs. It’s a great initiative.” — Haitian

“The Census will help me know about individual rights. We should come together and participate. (It says) please make an effort to learn about your rights.” — Haitian

- **BCs and Haitians are most motivated** by this radio spot.

“This says we are a part of America.” — Black Caribbean

“Hospitals and education for kids touches me and I want to tell others.” — Haitian

“This will mobilize people.” — Haitian

Reaction to the association of heroism with filling out the Census is mixed at best.

- Among BAs, **a minority respond favorably**, most don't even hear the reference, and others dismiss it as irrelevant or unbelievable.

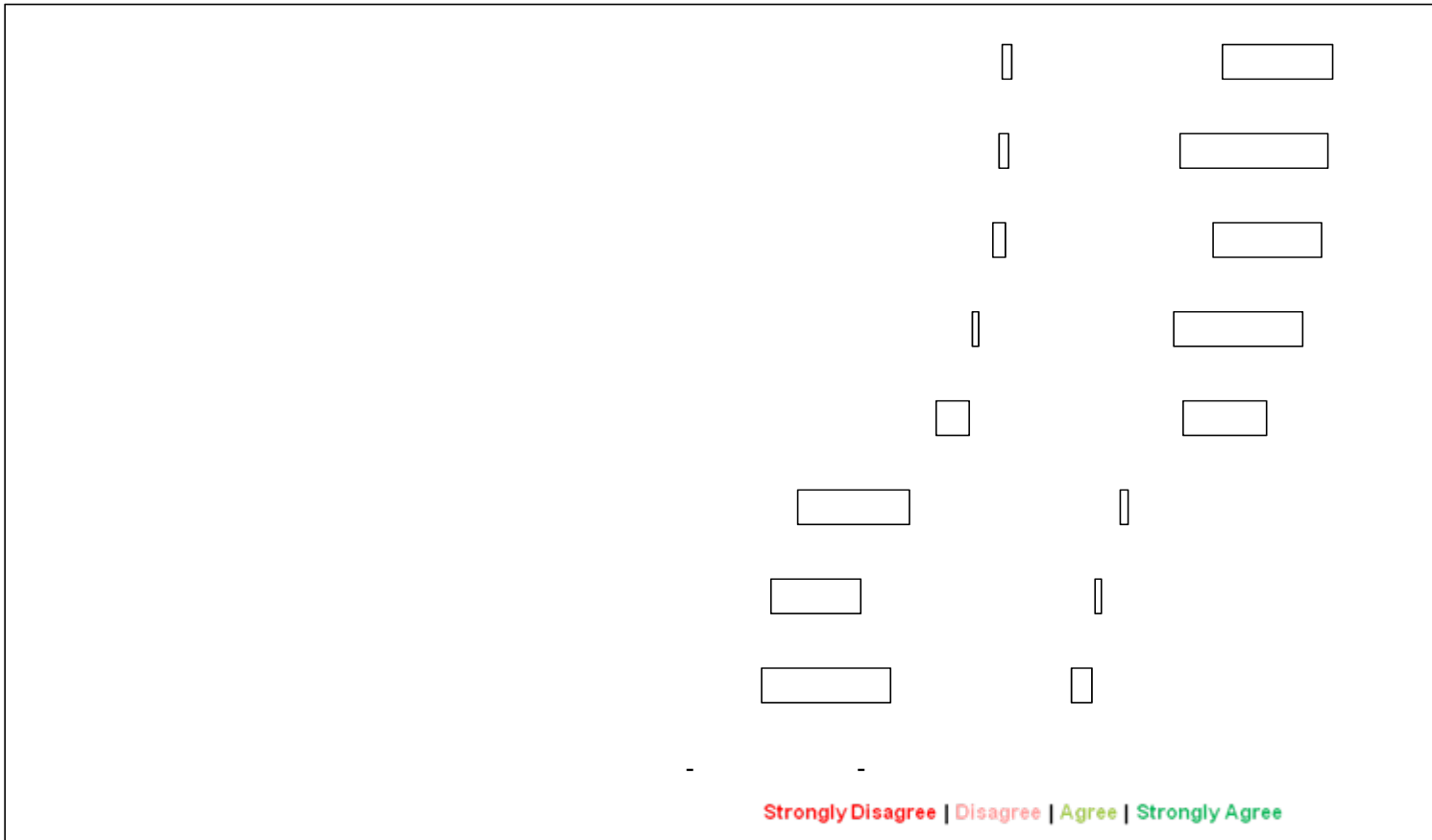
"The word 'hero' makes me feel like I need to participate, that it's important to participate." — Black African

- The term 'Hero' **doesn't exist in the Haitian language** and, therefore is lost in translation. Heroism is considered wanton activity and is not idolized.

"Less educated Haitians will be insulted. Haitians are sensitive." — Haitian

Diagnostic measures for “Be A Hero” are as follows:

Diagnostic Measures for “Be A Hero” (A) | Black n=83



Considerations prior to final production.

- In finished format, this execution should prove effective in helping to convey the kinds of public services the Census supports.
- Ultimate impact will be dependant on perceived authenticity of spokesperson and music. Better that it be an authentic but waning accent, than one that sounds fake and overdone.

“Maybelle” (A+M) TV — AA, BB-R

Clear, simple and relevant message — Census can affect communities in many ways.

- Both executions **capture viewers attention** (A=91%, M=80%), **speak to their needs** (A=85%, M=90%) and **leave them with a good feeling about the Census** (A=89%, M=85%).
- Almost all consider the executions **easy to understand** (A=94%, M=100%) and **believable** (A=94%, M=95%), though half or less feel they **learn anything new** (A=55%, M=40%).

Maybelle (A)

- Most feel the messages in Maybelle (A) are clear and easy to understand. Key messages participants identify include: **the Census is important/makes a difference and it’s for everyone** — all races, ages, vocations.

“It’s straight and to the point — all the effects that filling out the Census can have.” — Black Bi-racial

“The message is to be proud to participate.” — Black Bi-racial

“It’s very clear. It tells you each and every thing the Census does.” — Black Bi-racial

“The elderly can be heard and have a voice, which is important because they are often neglected.” — African American

“If my child’s school gets more money it means books, better lunches, better teachers.” — African American

- Those that respond positively to Maybelle (A) see her as a **role model and leader** in the community. Participants also respond favorably to use of **different ages, races and occupations** to depict the many ways the Census helps communities.

“This is a great execution.” — Black Bi-racial

“I recognize her as part of the community and it makes me think it’s important and something I should do.” — African American

“I can relate to her, she’s just like my grandmother. This motivates me to participate.” — Black Bi-racial

“It motivates me because it covers so many occupations.” — African American

“It detailed an array of people and vocations.” — Black Bi-racial

- There is some directional evidence in the data that Maybelle (A) may resonate more strongly among females and those with higher incomes.



“Maybelle” (A+M) TV — AA, BB-R

Both provide strong tone of sentimentality, though Maybelle (M) takes it over the top.

Maybelle (A) cont'd

- Some of those less positive feel the execution is overly sentimental to the point of being “schmaltzy.” Others, especially younger male participants, cannot not relate to an “old Black lady” representing the Census.

“I can’t relate to some little old Black lady talking about the Census.” — African American

“I hated that one. Why do they want this old woman...sorry, borrrring.” — Black Bi-racial

“It’s targeting the elderly.” — Black Bi-racial

- A few comment that Maybelle’s greeting to the Principal is outdated and sexist.

“Her compliment to the Principal was a bit demeaning. She should have said something about her professionally.” — Black Bi-racial



Maybelle (M)

- Key messages participants identify for Maybelle (M) are very similar to those conveyed in Maybelle (A). However, this version of Maybelle conveys a **stronger tone of righteousness**.

“The message is that it’s important to tell the nation who we are and where we are in order to provide the right representation.” — Black Bi-racial

“You need to be heard, counted, to get your share.” — Black Bi-racial

“That she put on all her stuff to mail her form says it was really important to her.” — African American

“Not only did it demonstrate the benefits of the Census, it showed the pride she has in being involved.” — African American

- Those less positive toward Maybelle (M) feel the execution **moves too slowly** and /or suggest the **sense of pride in this spot is excessive**. As with Maybelle (A), younger participants, especially young males, have the most difficulty relating.

“If you mail back the Census you will be in line with Rosa Parks and Ms. Jane Pitman (said sarcastically).” — Black Bi-racial

“It’s all about struggle. I’m bi-racial but I’m not from the South. All these struggles, they aren’t my struggles.” — Black Bi-racial

“It’s preaching. It’s another old lady that’s been through everything. She’s old. I hated it.” — Black Bi-racial

“A dressed up ‘Church Lady’ doesn’t work for me.” — African American

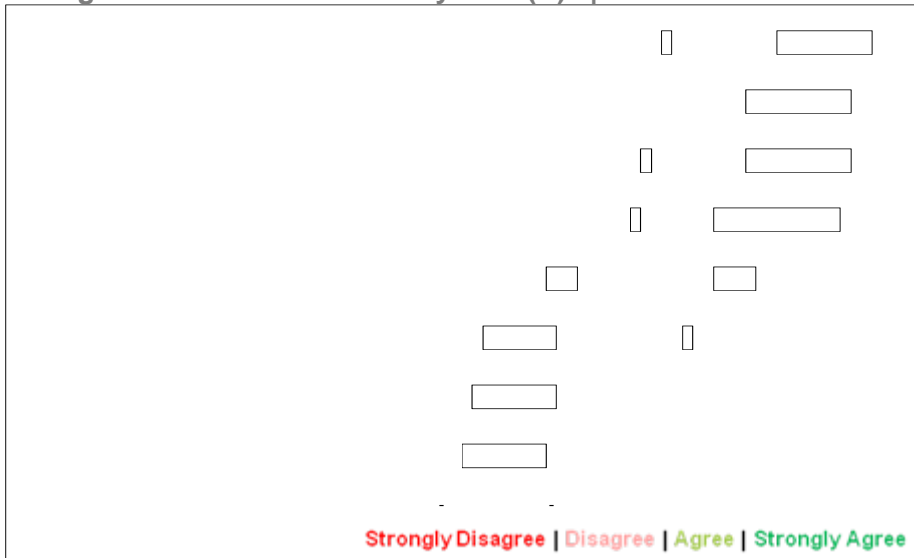


Diagnostic measures for “Maybelle” (M) are as follows:

Diagnostic Measures for “Maybelle” (A) | Black n=47



Diagnostic Measures for “Maybelle (B)” | Black n=20



No revisions required.

- Maybelle (A) has the broader appeal of the two versions.
- If using Maybelle in the campaign, place her in media targeting older females. Younger people and males have the most difficulty relating to the character.



“Bus Stop” TV (M) — AA, BC, BA, BB-R

Performs exceedingly well on multiple dimensions, though less relevant to older audiences and an adverse impact on some who live in cities where taking public transportation has a stigma.

- The vast majority of participants (94%) indicate this execution **captures their attention**. In addition, 90% say the execution **left them with a good feeling about the Census**. This execution is one of the top performers on these two measures.
- The execution is also considered **one of the easiest to understand** (93%).
- Key messages respondents takeaway from this execution include: **participating in the Census is quick and easy, it’s important to take responsibility for your community and you need to participate if you want to benefit...** Some feel this execution provides more specifics about exactly “how” the Census helps improve communities.

“Ten questions and ten minutes, this is important. It’s a lot easier than I expected to fill out.” — African American

“The other executions are giving general information but this one provides a solid example.” Black Caribbean

“It had a good message about how the community could take responsibility for getting the services it needs.” — African American

“It’s very straight forward. It gives me a clear indication of how the Census can help. It’s very informative.” — Black Bi-racial

“It asks you to take responsibility for the problems you have.” — African American

- Overall **resonance is high** (85%) and the vast majority (89%) agree the execution makes them **want to encourage others to participate**.

“He (the spokesperson) was one of us, which was good.” — Black African

*“Everybody has had to wait for a bus at one time or another, so this is something I could relate to.”
— Black African*

“It’s easy to relate to because he’s out in the community talking to people and asking opinions. That makes it about me.” — Black Bi-racial

- While the execution also demonstrates a **high level of relevance** (89%), it is significantly less relevant among those 55 and older. There is an indication that this may simply be a function of the frequency with which these audiences rely on mass transit.

“I don’t ride the bus so it’s not talking to me.” — African American

“It’s very relevant to me. I am always waiting for the bus.” — Black Bi-racial

Some perceptions of stereotyping.

- Some participants across segments feel that the execution is **suggesting that only Black people take the bus** and / or that **Black people are apathetic toward the Census**.

“It’s the way she’s approached when he says ‘how long have you been waiting?’. It makes me feel like (they’re saying) we’re not taking care of our community.” — Black Caribbean

“Since all the people waiting for the bus are Black, it makes Blacks look bad.” — Black Bi-racial

“So many people that don’t know about the Census and they’re all Black? It’s a bit insulting.” — Black Bi-racial

- Several mention that **having a mix of ethnicities including Black people would help take away these negative connotations**.

“They should have other races waiting for the bus too, so it’s not just all Blacks there.” — Black Africans

“The message is that only Black people take the bus.” — Black Caribbean

“They need more diversity. When I saw this I said in my head ‘here we go again’. It’s really condescending.” — Black Bi-racial

“The only ones that show diversity are the ones about utopia.” — Black Bi-racial

- Many also agree that **having someone like Chris Rock as a spokesperson would help**. However, a minority feel it would be inappropriate to use comedy when informing people about something as serious and important as the Census.

“This reminds me of Chris Rock’s ‘Man on the street’ routines.” — African American

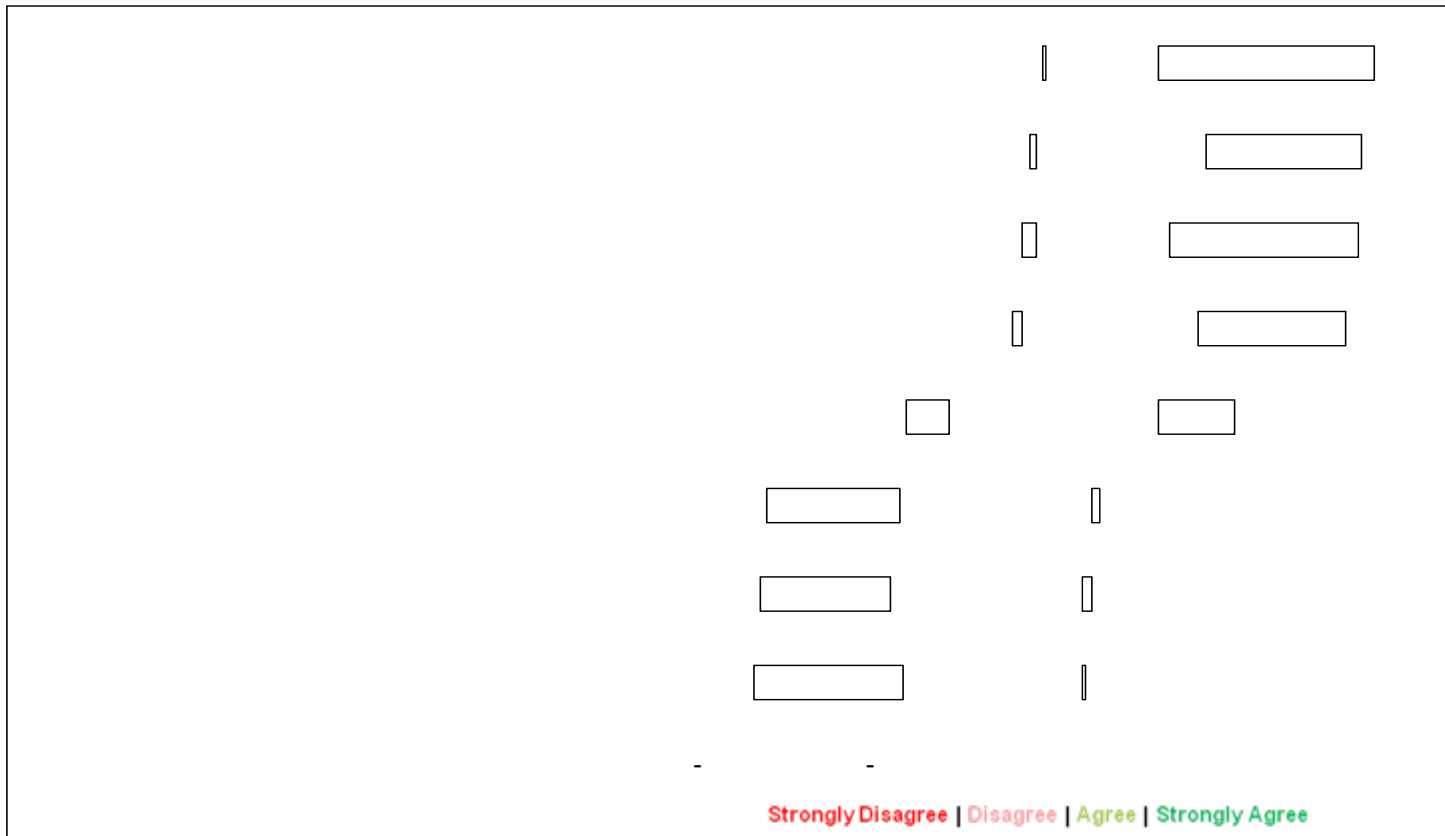
“If it were Chris Rock it would definitely catch my attention. At least it would be funny and less offensive than someone doing this seriously.” — Black Bi-racial

“If it’s Chris Rock no one will take it seriously and the Census is so crucial.” — Black Bi-racial

“Chris Rock is not serious enough for this topic.” — Black Bi-racial

Diagnostic measures for “Bus Stop” are as follows:

Diagnostic Measures for “Bus Stop” (M) | Black n=171



Considerations prior to final production.

- Strongly recommend adding other ethnic representation to overcome perceptions of stereotyping and broaden coverage to include Diverse Mass buys.
- Target younger, more urban audiences in placement.
- Retain Chris Rock, if possible, to achieve highest potential stopping power, recall and motivation.
- Place the “Bus Stop” execution only in cities in which mass transportation is accepted as the norm.

“Frank” TV (M) — AA

Clear and relevant message but some have difficulty relating to Frank on a personal level.

- Seventy nine percent (79%) of AAs say **the execution captures their attention**, with females (71%) significantly less likely than males (87%) to agree with this statement.

“It’s comic relief. It’s light and easy to understand.” — African American

- While the majority of AAs find the execution **relevant** (85%) and **easy to understand** (89%), only 64% agree **the execution is speaking to them** as individuals and only 32% feel they **learn anything new**. Though females are significantly more likely to feel they got new information than males (46% vs. 17%).
- Key messages participants identify include: it’s **important to fill out the Census/makes a difference**, participation **helps determine how funding is allocated**, the Census **helps many aspects of the community** (health care, education, fire department, etc.).

“The message I got was that in order for the Census to work we need total community involvement.” — African American

“The Census will help everybody. The entire community.” — African American

“It tells you why it’s important to fill it out.” — African American

- Some AAs comment positively on the **diversity shown in the execution**.

“This execution showed the most diversity.” — African American

“I can relate personally to the diversity in this execution.” — African American

- Twenty three percent (23%) of AAs feel there is something in “Frank” that is **hard to believe** and 28% are **not driven to encourage others to participate** in the Census based on seeing the execution.

“It’s over the top.” — African American

“He was yelling and screaming so much it was hard to take it seriously.” — African American

“There’s just too much going on. I wouldn’t watch it.” — African American

“I don’t think the Census impacts police and fire department. It’s not designated for those things.” — African American

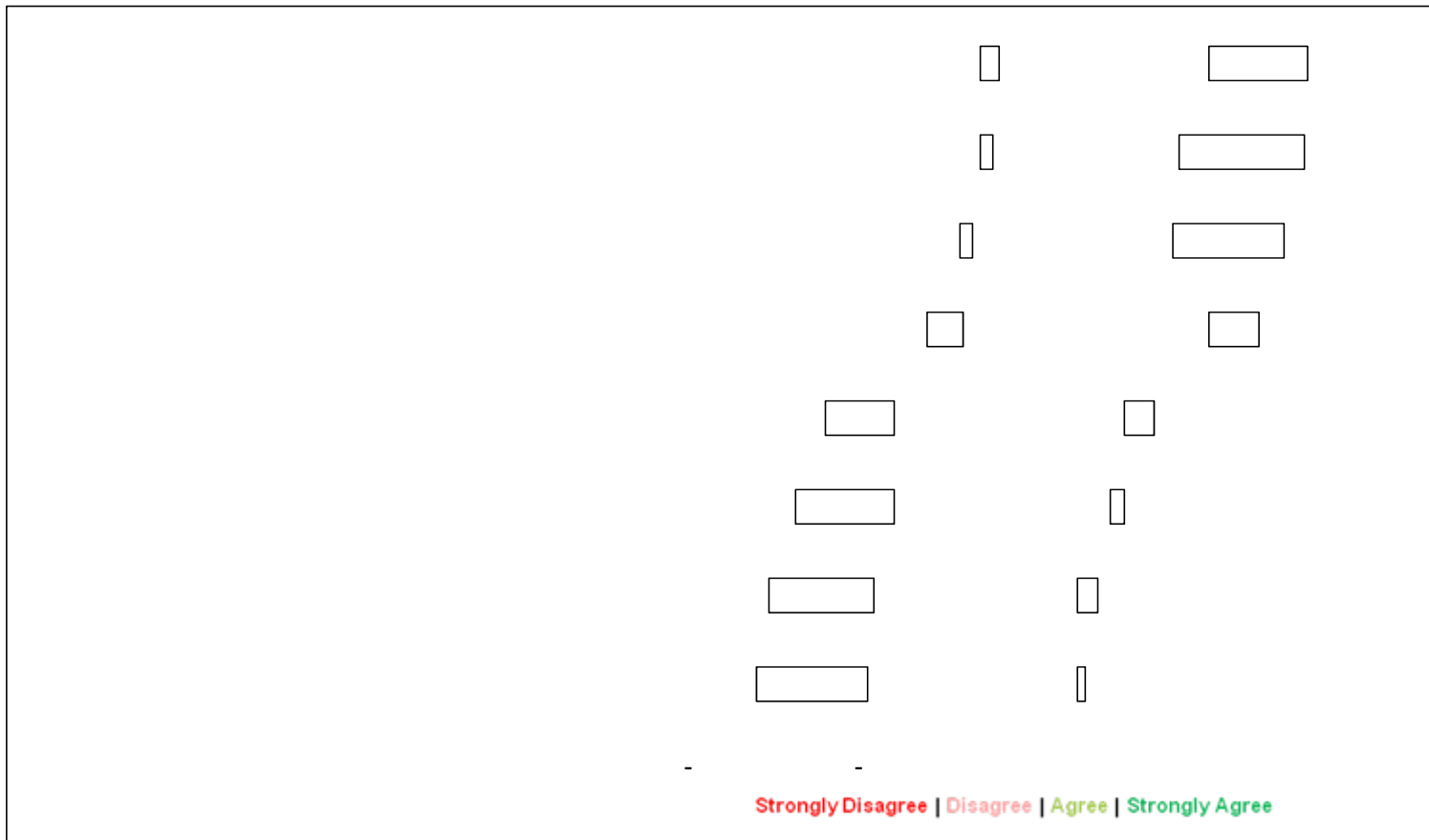
- Good feelings about Census. 79% good — 21% not.** — renters significantly less good than owners (83% vs. 67%) — though only few renters among participating AAs.



Diagnostic measures for “Frank” are as follows:



Diagnostic Measures for “Frank” (M) | Black n=47



No changes recommended.

- Though not all African Americans can relate to “Frank” on a personal level, the execution conveys key messages that they find relevant and compelling. Once Frank moves into the street and mingles with his diverse neighbors the execution starts to take on a more universal feel and appeal.



“One Giant Leap” Print (M) — BB-R

Met with mostly positive reviews. People generally liked the humor, energy and level of information.

- Key messages communicated include: **filling out the Census is important / makes a difference, the Census determines how \$300 billion of funding per year is allocated** and the Census **benefits the entire community** in areas of healthcare, fire protection, education, etc.

“Filling out the Census helps make a better world.” — Black Bi-racial

“Participating in the Census can help allocate money to my community.” — Black Bi-racial

“The Census is easy to do and fill out.” — Black Bi-racial

“It’s very motivating because you want your neighborhood to get funds. It’s easy to do and they have money to spend, so why not?” — Black Bi-racial

“It is inclusive. It shows diversity and various jobs. It says ‘you’ and ‘yours’ and it’s talking to me.” — Black Bi-racial

- Those living in **suburban areas find it easier to relate** to the execution than those living in urban areas. The ethnic diversity in the visual and the phrase “neighborhoods just like yours” can be interpreted as “inclusive” or “exclusive” depending on the type of neighborhood the reader actually lives in.

“The guy’s in a nice robe, there’s these nice houses in the suburbs — they’re going to get the Census money. It doesn’t look like my neighborhood.” — African American

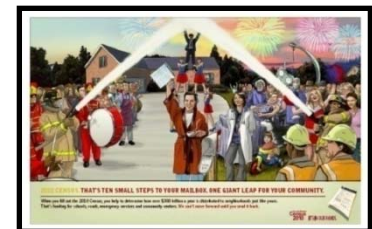
“I get a real community message here. It speaks to me, I live in a community.” — Black Bi-racial

- Respondents find the **body copy** at the bottom of the page quite **relevant and informative**.

“There’s lots of information here without a lot of text. Reading it makes me want to talk to others about it.” — Black Bi-racial

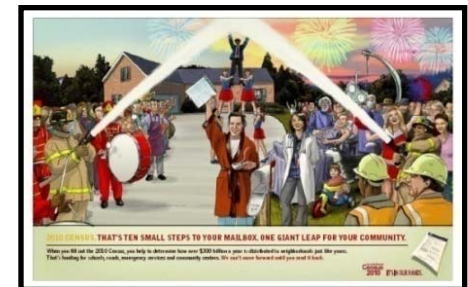
“The new information is how the money is distributed and that they allocate it over time with \$300 billion a year.” — Black Bi-racial

“I’m not likely to look at this but it’s very relevant about the schools and community centers and healthcare.” — Black Bi-racial



No action required.

- Consider creating two versions (an urban and suburban), to broaden applicability and appeal.



“10” Print (M) — AA, BC, BA, BB-R

The visual and headline combination elicits most attention from those 35-54 who are more likely to have children.

- Most find the message of this execution **simple, focused and to-the-point**, and in fact, it is one of the top two performers when it comes to overall **clarity** (95%) and **believability** (91%).

“The message is the Census helps schools and it is simple to participate. It’s a nice, easy message.” — African American

“It’s about how simple it is to make your voice heard.” — Black Bi-racial

“Ten questions and we can change our schools for our kids.” — African American

- Those 35 and older find the execution most engaging and meaningful. Group discussion confirms this correlates with people most likely to have school-age children living at home.
 - While the execution has **average break-through potential** (82%) in comparison to some of the other executions presented, participants **35 and older** are directionally more likely to agree the execution is **attention-getting** (89%), **relevant** (92%) and **speaking to them as individuals** (85%) than are those under 35 years (74%, 83% and 67% respectively).
 - Further, while the vast majority (84%) claim the execution makes them **want to encourage others to participate**, those between the **ages of 35-54 are significantly more likely to feel this way** than those under 35 and directionally more likely than those 55+.

“I like it. If this was in Parenting Magazine it would really catch people’s attention.” — African American

“The kids are cute and they catch my eye.” — African American

“The message is about putting our future, our kids first.” — African American

“This doesn’t grab me at all. I’m not getting a message here.” — African American

“It’s not relevant to me. I don’t have kids and I don’t use public transportation.” — Black Bi-racial

“It’s not motivating to me; it’s boring.” — African American

- As much as the visual and headline draw parents with school age children into the execution, the opposite also holds true — **those without children** say they are much less likely to stop and read the text, so are much more **likely to miss messages about job training, transportation and hospitals**.



The fact that the 2010 Census has only 10 questions is newsworthy and impacts likelihood to participate. Though some find it difficult to believe 10 questions are sufficient for determining funding allocations.

- The fact the Census is only **10 questions** is considered **newsworthy and compelling** for participants across age groups.

“The headline is attention-getting. It makes me want to fill out the Census.” — Black Bi-racial

“The caption is very provocative. It makes you want to know what the 10 questions are.” — African American

“If I can’t fill out 10 questions to help my community, then I’m a loser.” — Black Bi-racial

“It’s good (10 questions). It drags you in. It tells you that it’s not that long.” — Black Caribbean

- However, some have **difficulty believing such a small number of questions** will be adequate for making significant funding decisions.

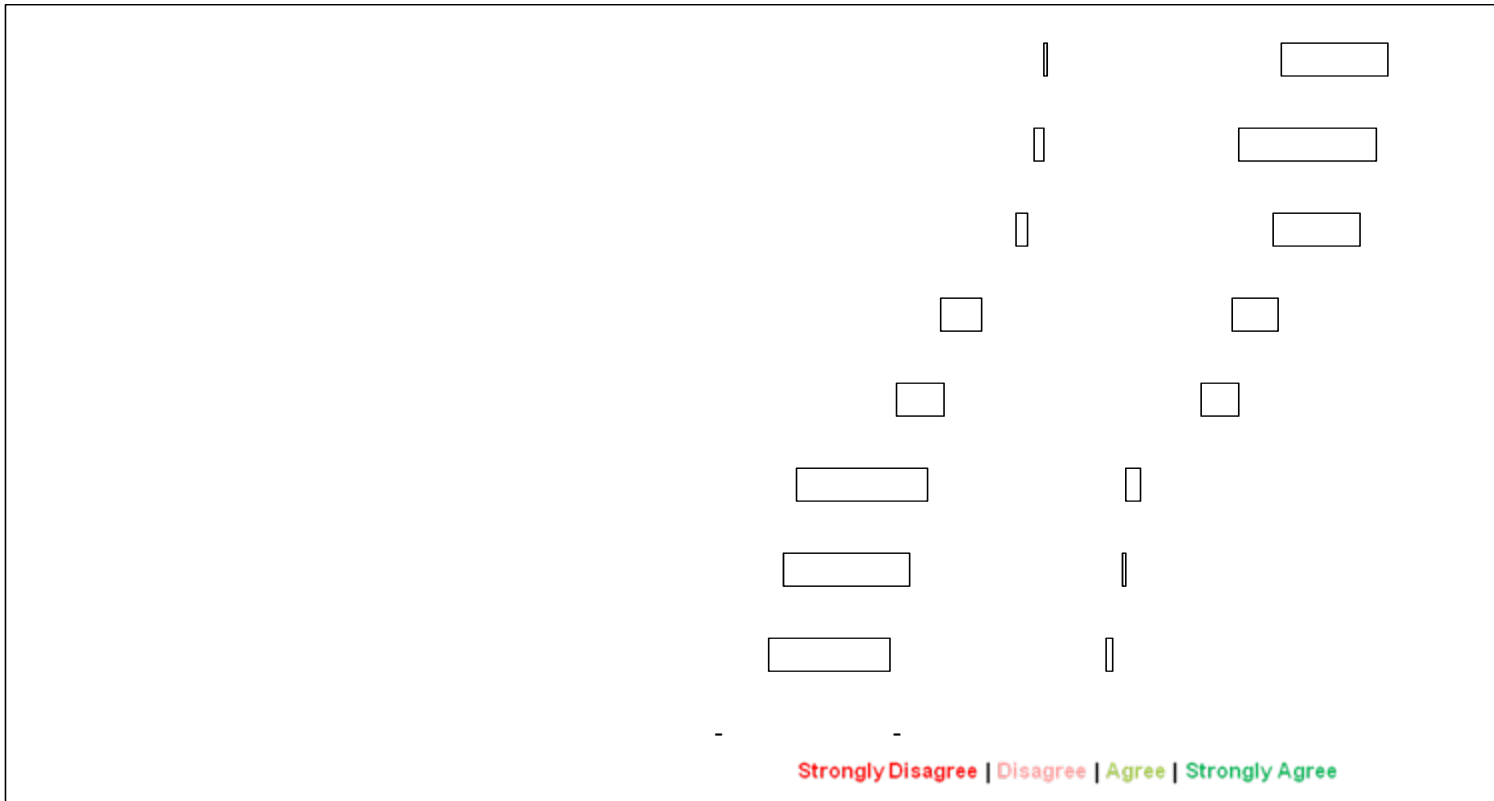
“If it’s only 10 questions, what can they cull from that to make decisions about my community?” — Black Bi-racial



Diagnostic measures for “10” are as follows:



Diagnostic Measures for “10” | Black n=171



Considerations prior to final production.

- Consider making the other public services stand out more in the body copy to broaden relevance across ages and life styles.
- Incorporate a call to action to visit the Census Web site directing people to more information about the 10 questions and how the Census affects funding for schools, etc.



“Church” Print (M) — AA, BC, BA, BB-R

Relevant and easy to understand, but not engaging or motivational.

- The “Church” execution is **highly relevant** (93%), **easy to understand** (88%) and **believable** (94%). However, overall it **does less well** than several of the other executions on **capturing attention** (74%), **speaking directly to individuals** and **encouraging others to participate** (72%).
- **Those under 35 years of age respond least well to the execution.** Significantly fewer feel the execution is **attention-getting** (61% vs. 84%), **speaks to them** (57% vs. 79%), leaves them with a **good feeling about census** (67% vs. 84%) or makes them **want to encourage others** to participate (61% vs. 80%).
- The execution clearly articulates the **importance of filling out the Census**, that it **takes everyone’s voice to make a difference** and that **by coming together they can make change happen**.

“It shows that all of these people should participate in the Census.” — Black African

“I like what they are telling me in the red, the key points. It’s telling me what they want from me.” — Black Caribbean

“One voice can make a difference if you pass it around. It’s like getting out the vote.” — Black Bi-racial

“By myself I can only make noise but together we can do more. I get it.” — Black Bi-racial

- The execution also clearly communicates **many of the ways** (schools, hospitals, community centers) **the Census can impact a community**.

“You learn that the Census is about more than getting counted. That it helps in many ways.” — Black African

“The Census will improve schools and healthcare if you fill it out.” — Black Bi-racial

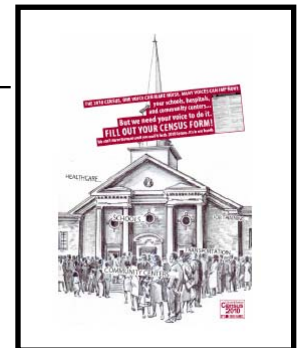
- The layout (text in red bars, black-and-white image) is **unappealing and difficult to read** for some — and a large number feel the execution does not provide any new information (67%).

“The wording is confusing and hard to read.” — Black Bi-racial

“I would never understand this on my own, I can’t get enough information.” — African American

“I need more details. What about the schools and hospitals and stuff?” — African American

“There’s not enough information and the picture has nothing to do with the people.” — African American



A Church may be a logical gathering place but not a good fit for the Census.

- Reaction to use of the church is mixed. Those more positive see the church as a logical place where people might gather to address community issues. A few assume the church is one of the places people can go to participate in the Census.

"Maybe they are going to the church to discuss issues in the community." — African American

"This is where you come to fill out the Census. It could be a church or a community center." — Black African

"The church is symbolic for a gathering place, so it's saying tell your neighbors about this." — African American

- However, those less positive feel the church is inappropriate in this context.
 - Many don't expect to see a church and so become confused and distracted. Some feel the execution is suggesting the Census helps churches.

"The text doesn't go with the picture. Why a church?" — Black Bi-racial

"This is telling me that it's all about the church." — Black Caribbean

"I don't think the Census helps churches, do they?" — Black Bi-racial

"It's too much about the church." — Black Caribbean

"The Census isn't intended to fund churches." — Black Bi-racial

- Several have a problem with the association of Church and State.

"Church and State should not go together. The picture should be of a big dirty park. That would be more relevant." — African American

"There should be separation between church and the government." — Black Bi-racial

"Using religion to push the Census is inappropriate." — Black Bi-racial

- Many of those that don't go to church feel excluded . Others comment that the because it is a Christian church it is excluding people from other religions.

"If this is a church it's a bad thing. Different people have different religions. And the Census should be just straight and for everyone." — Black African

"I don't hang out at church like this. It turns me off so much that I wouldn't participate in the Census." — Black Bi-racial

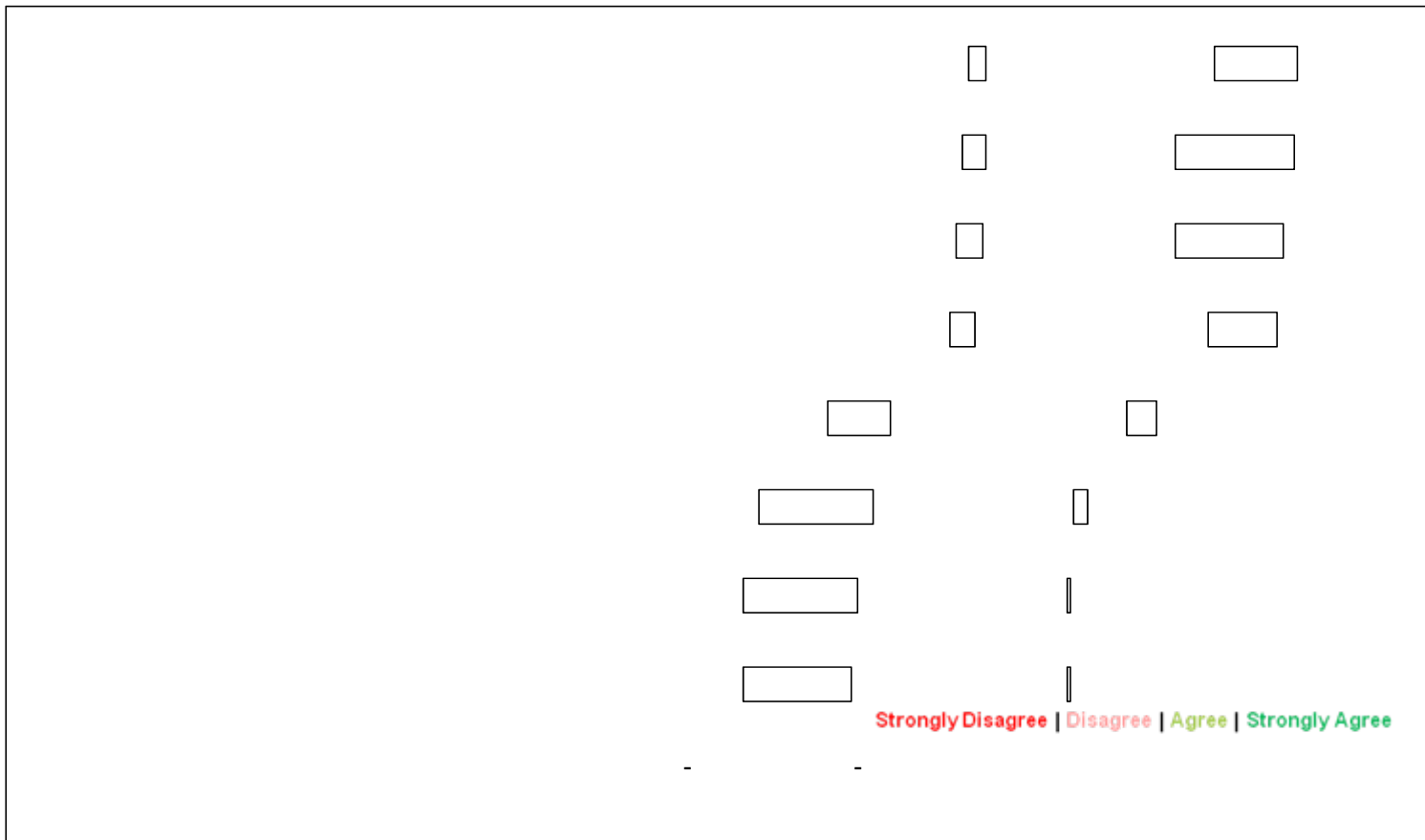
"This isn't great if you're not religious. It should be just a meeting place." — African American



Diagnostic measures for “Church” are as follows:

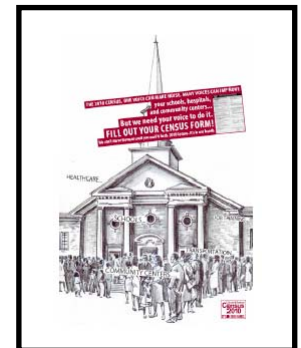


Diagnostic Measures for “Church” (M) | Black n=171



Considerations before final production.

- The concept of community coming together to create change works. The church doesn't.
- Consider turning the church into a town hall, school or other secular building to avoid insulting non-Christians and those committed to the separation of Church and State.
- Reconsider layout of text — readers feel they are not getting enough information
 - Red bars with white type not well-liked
 - Floating words in background not satisfying information needs / doesn't "feel" informative enough
- Consider adding a Web site address to the execution so people know where to go for more information.



“Crowd” Print (M) — AA

Text conveys a simple, clear and relevant message but readers struggle to make connection to the visual.

- The majority of participants agree the execution **captures their attention** (83%), is **relevant** (91%) is **speaking to them as individuals** (80%) and has **nothing that is confusing or difficult to understand** (98%).
- The majority also agree the execution **leaves them with a good feeling about the Census** (80%), though it looks like younger participants may be more likely than their older counterparts to feel this way.
- Only 31% **agree they learn anything new**, though females (42% vs. 18%) and those making less than \$50K (39% vs. 21%) are significantly more likely to feel they do.
- Eighty three percent (83%) agree the execution **makes them want to encourage others to participate**, however, those under 35 years of age are significantly less likely than older participants to agree the execution makes them feel this way (67% vs. 97%).
- Overall, participants takeaway the message that **African Americans need to come together to support the Census and bring about positive change in their communities.**

“Make your voice heard.” — African American

- Though the message is clear, many **have difficulty seeing a connection between the visual and the text.** A few make positive associations with the ‘Million Man March’ on D.C., while others say the visual reminds them of a more militant march because everyone looks unhappy.

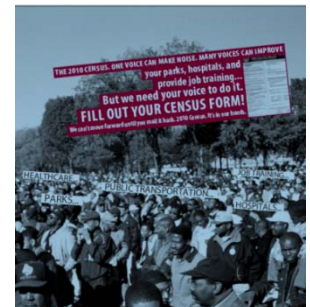
“It’s okay, but it looks like it’s about civil rights. The picture doesn’t match the message.” — African American

“Why are they all standing there like they’re waiting around for something to happen?” — African American

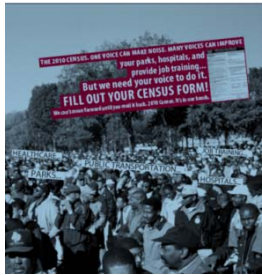
“This looks like a march on Washington, so what does that have to do with the Census?” — African American

“My first impression is that they all need help. I don’t get it.” — African American

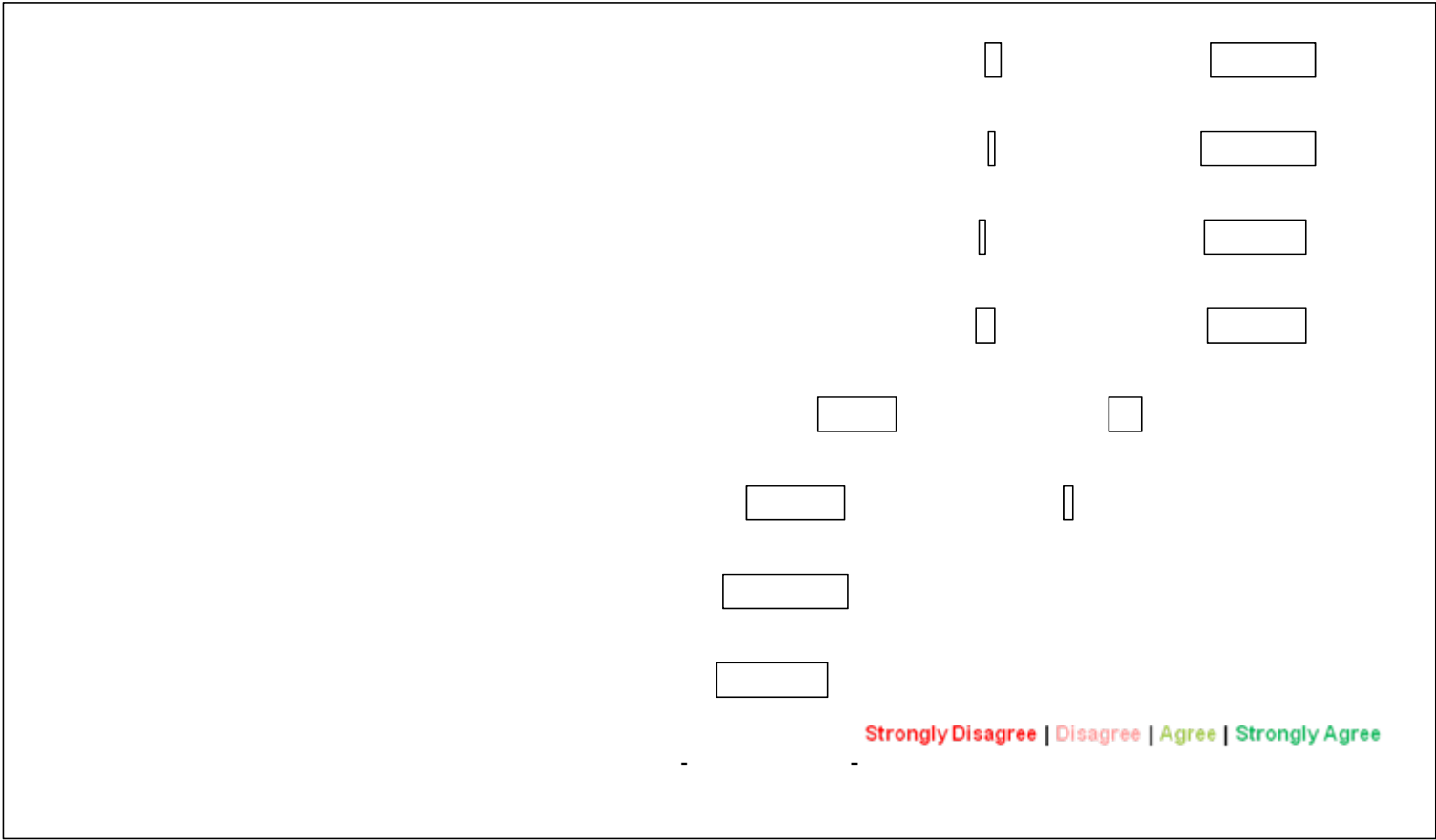
“You have to work hard to figure this out.” — African American



Diagnostic measures for “Crowd” are as follows:

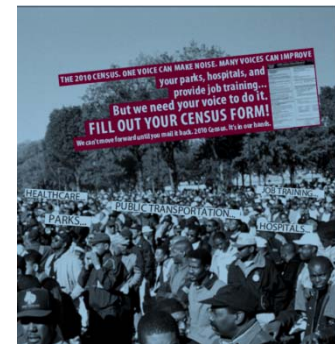


Diagnostic Measures for “Crowd” (M) | Black n=88



Considerations prior to final production.

- Rework the visual and layout of text.
- Select a visual that is more upbeat and conveys a more positive message. Something that feels like it's more about moving forward than waiting for something to happen.
- Reconsider layout of text — readers feel they are not getting enough information
 - Red bars with white type not well-liked
 - Floating words in background not satisfying information needs / doesn't "feel" informative enough
- Consider adding the Web address to the execution so people know where to go for more information.



“Takes A Village” Print (M) — BC, Haitian Attention-getting, relevant, believable and easy to understand.

- The majority of BCs indicate this execution **captures their attention** (88%), is **relevant** (90%), **believable** (90%) and **easy to understand** (88%). **Haitians reflect very similar views** in group discussion.
- The majority of BCs also agree the execution **speaks to them as individuals** (75%), makes them want to **encourage others to participate** in the Census (65%) and leaves them with a **good feeling about the Census** (78%). And again, **Haitians share those views**.

“It encourages me to tell others in the Caribbean community because it speaks to us directly.” — Black Caribbean

“It makes me want to help my community.” — Haitian

- Overall, the execution communicates **hope, strength in unity and coming together to be heard**.

“It says we’re all in this together and speaks to us as a Caribbean community.” — Black Caribbean

“In unity we get strength.” — Haitian

“We have to participate to help others and make this a reality. We have to come together.” — Haitian

- Among Haitians, **Wyclef Jean** is recognized as the ambassador of their culture as well as a responsible and trustworthy person.

“He is a leader for Haitians; an ambassador of Haiti. He has proven his love for his country.” — Haitian

“He’s a spice that makes the message taste better.” — Haitian

“He will make a big impact. He’s a leader. Haitians will listen to him and the message will go through much faster.” — Haitian

- While many **BCs recognize Wyclef**, they do not seem to have the same reverence for him that the Haitians do.

“It speaks to younger people who know who Wyclef is.” — Black Caribbean



Haitians are better able to relate to the execution than BCs, though both groups clearly understand the overall message.

- Among BCs, reference to a **village in the context of the Census is a disconnect.**

*“Takes a village to raise a village’, that doesn’t speak to us. It’s not reflective of the U.S. and it does not speak to us as Americans.”
— Black Caribbean*

“I see no connection to the Census. A village is a closed rather than an open message.” — Black Caribbean

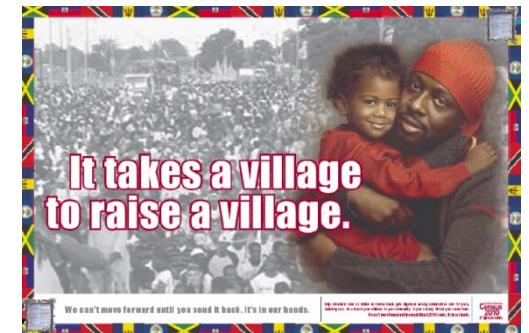
- For Haitians, this is less of a problem.** In fact, some associate the parent and child in the midst of a larger community (village) with an old Haitian tradition where the entire community looks after one another’s children.

“Growing up, everyone in the neighborhood looked out for other people’s children.” — Haitian

- Country **flags create interest**, drawing readers into the execution. However, if someone cannot find their flag, they oftentimes will feel left out or excluded.

“I really like all of the flags from all over the Caribbean and I look for mine. It makes me interested” — Black Caribbean

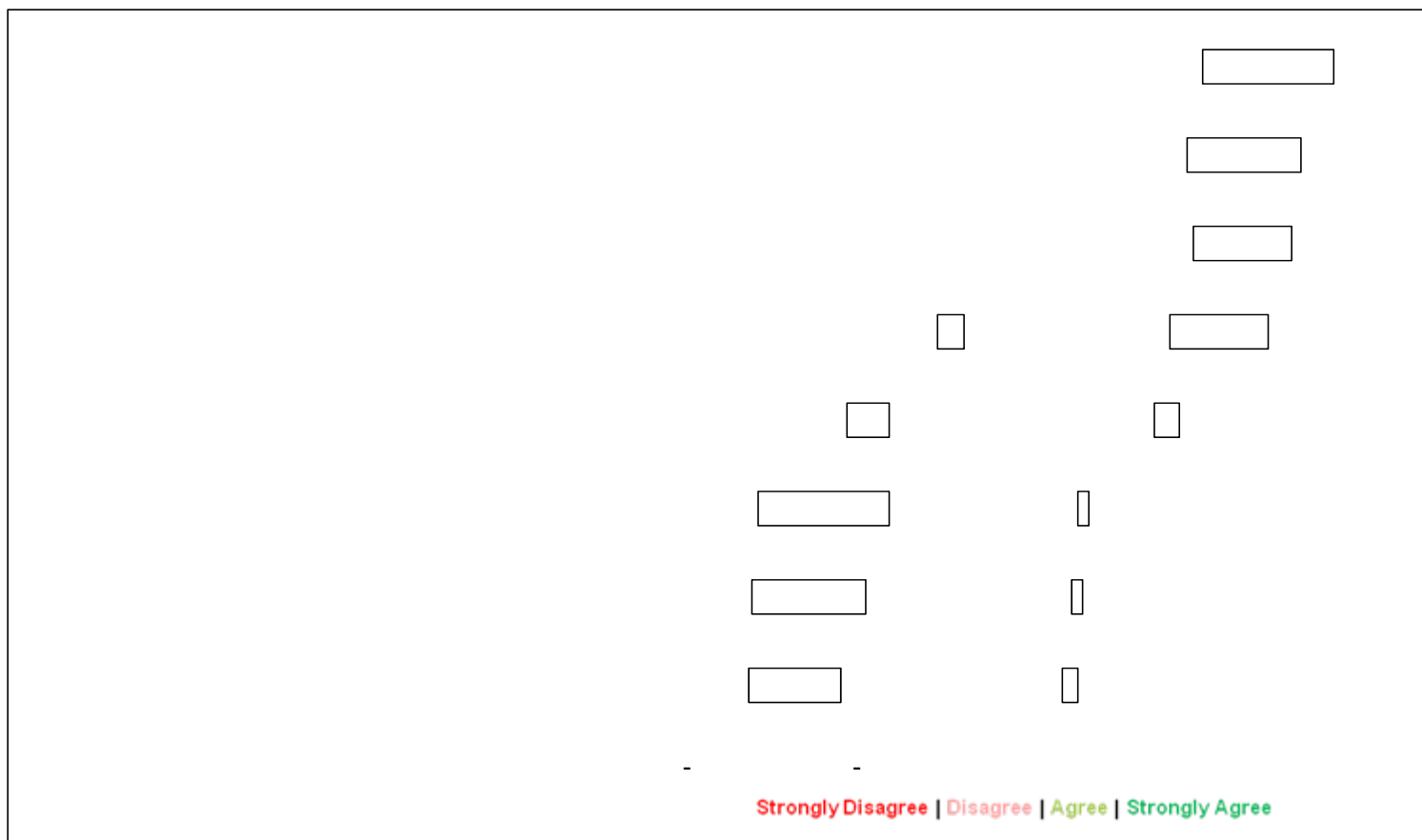
“The flags discriminate because they’re not all there. Mine’s not there.” — Black Caribbean



Diagnostic measures for “Takes A Village” are as follows:



Diagnostic Measures for “Takes A Village” (M) | Black n=40



No changes recommended.

- Understand the execution will have somewhat greater impact on Haitians than BCs.
- Consider identifying a Caribbean “hero” and creating a localized version of the concept for BCs to boost enthusiasm within that sub-segment.



“One Community” Print (M) — BAs execution conveys the importance of coming together to be heard.

- The majority of participants indicate this execution **captures their attention (93%)**, is **clear and easy to understand (74%)**, **relevant (88%)**, **believable (81%)** and **speaking to them personally (79%)**.
- Seventy four percent (74%) feel the execution **makes them want to encourage others to participate** in the 2010 Census and 70% agree the execution **leaves them a good feeling about Census**.
- This execution **clearly and effectively targets Black Africans** and compared to the other print executions presented, is considered relatively informative.
- Perceived **key messages** include: the **U.S. Census is for everyone** and **Black Africans need to come together to be heard** as a community. One participant mentions that the **tone of the execution is Bob Marley-like**.

“One community. One cry.’ is speaking to everybody, and it’s speaking to Africans.” — Black African

“I like the flags. I know them all and it says they want to listen to Africans as well as Americans.” — Black African

“Just because you are African does not mean you can’t participate.” — Black African

- Participants **notice very quickly whether their country’s flag is represented**, and those that don’t find theirs are somewhat disappointed.

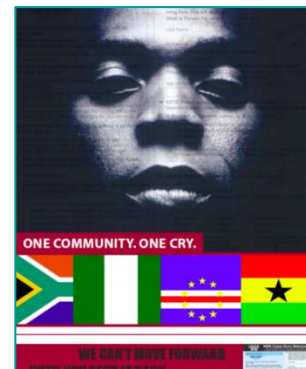
“My country’s flag isn’t there so I guess it’s not taking to me.” — Black African

“They’re missing a lot of flags. It makes me feel like they are only talking to these people.” — Black African

- Some BAs would **like to see a happier, softer expression** on the man’s face.

“Why does he have to look so angry?” — Black African

“This looks like a mug shot of a man going to jail. It’s a negative, sad face.” — Black African

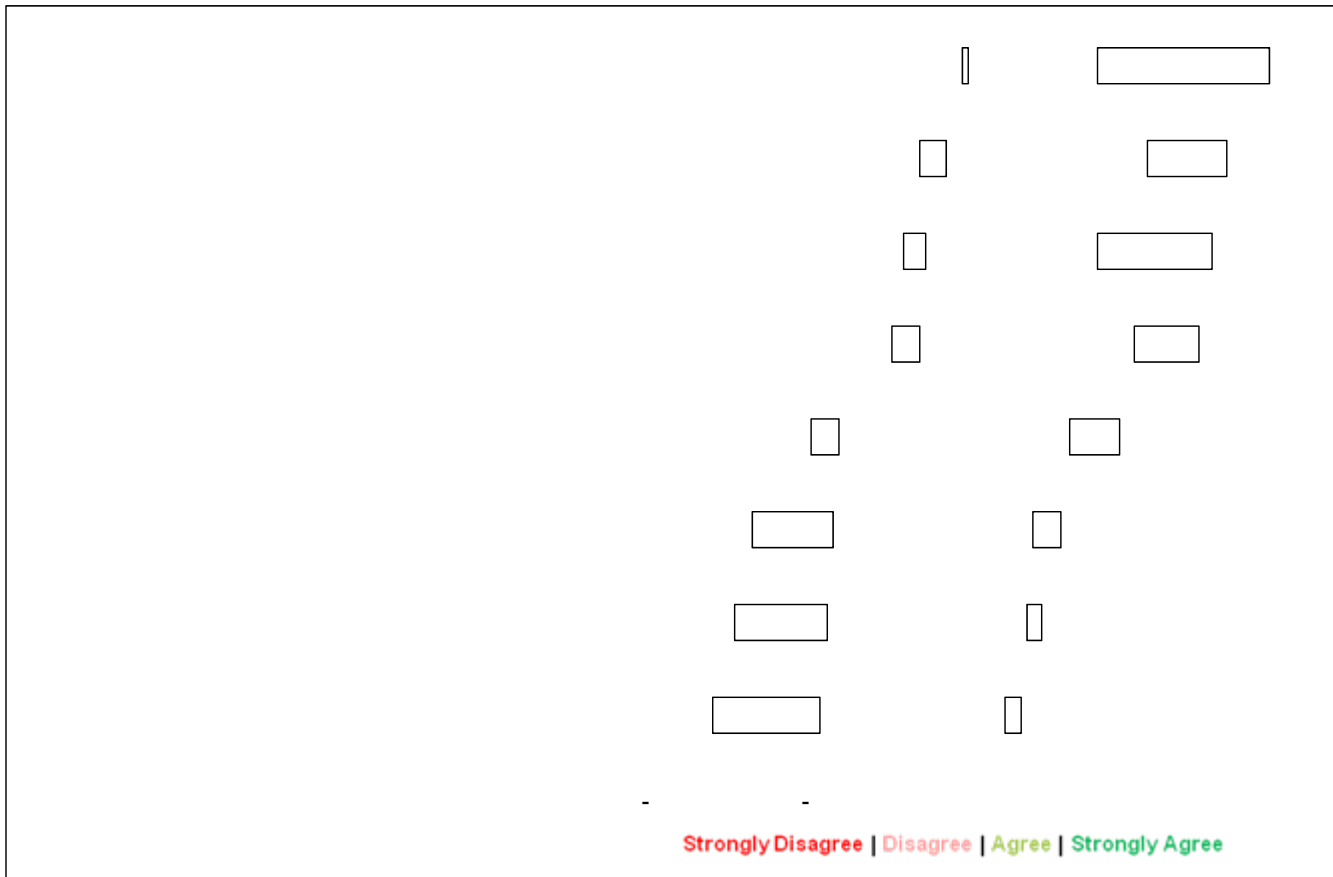


MAYA
GROUP

Diagnostic measures for “One Community” are as follows:



Diagnostic Measures for “One Community” (M) | Black n=43



Considerations prior to final production.

- Explore possibility of softening face without losing current intrigue.



“Don't Miss Out” Radio (N) — AA, BC, BA, BB-R, Haitian Attention-getting and informative for most.

- The vast majority of participants agree this execution **captures their attention** (89%), **is believable** (94%), **easy to understand** (94%), **relevant** (94%), **speaks to them as individuals** (87%), leaves them with a **good feeling toward the Census** (89%) and makes them **want to encourage others to participate** (85%).
- **Key messages** the execution communicates include: the **Census is important**, Census Takers **may be visiting their homes**, opening your door gives you **the power to benefit your community**, it's **fast and easy**, and your answers are **confidential**.

“The Census coming to your door is not an invasion, it's important.” — African American

“I got a lot out of this — confidentiality and letting me know someone might come.” — African American

“It tells you the Census is okay, that they won't share your information with other agencies.” — Black Caribbean

“Be open-minded about the Census coming to your door. They are coming to help so don't be afraid to participate.” — Black Bi-racial

“Don't duck the Census. Help yourself and your community.” — Black Bi-racial

“They are saying if we come out (answer the door) we'll have the power to change things.” — Black African

“It gives us more information. Tells us about where the funds are to be spent.” — Haitian

Depending on the announcer and the mindset of the listener, the tone of the execution can come across as lighthearted or demeaning and “curt.”

- Many describe the tone of the execution as **lighthearted** and feel it **helps to lessen potential negative associations with the Census** as a government agency.

“It’s funny. It made me laugh.” — Black Bi-racial

“It lessens your suspicions. Our community can be a little suspicious.” — African American

“They need to send this message so that you won’t worry if they come.” — Black Bi-racial

- However, some AAs find the **tone demeaning**. Several **Haitians feel similarly** about their version of the execution and attribute it to the **“curtness” of the speaker**.

“It’s borderline racist, like you would dodge a bill collector or something.” — African American

“The execution is too strong. It’s too arrogant. The message is superb. It’s how he said it that’s not good.” — Haitian

“The execution is very direct. Haitians talk very frankly and are direct with each other, yet they are very sensitive to others.”

— Haitian

- Reactions to the phrase **‘Be a hero’** are mixed. Some find it an acceptable way to convey the **importance of each individual** in the process, while others describe it as a **silly over-exaggeration**.

“They use hero to mean patriotic — that you are doing something for your community.” — African American

“Hero is too far-fetched. Filling out the Census doesn’t make you a hero. They should just say everyone should do it, is supposed to do it.” — African American

- In addition, the Haitian **translation of ‘model citizen’** gives some the impression that the Census may be questioning the way they are currently living their lives.

“What happens if you aren’t a model citizen?” — Haitian

“‘Ideal citizen’ gives me problems. What does that mean, don’t ask questions?” — Haitian

Personal safety and immigration issues are the largest barriers to home visits from Census Takers.

- Some participants across sub-segments simply **do not want anyone coming by their home** unannounced. This is especially true among females and illegal immigrants.

"I don't like it at all, especially opening the door to a man." — African American

"I don't want them saying this (on the radio) because then people will pretend they are from the Census." — Black Bi-racial

"They need to say — this is not immigration, it's OK to open the door" — Haitian

- Many **don't hear** the message that Census Takers **come only if they haven't mailed in their forms** and therefore they become confused. This is especially true among Black Africans, who are significantly more likely than AAs or BCs to find something in the execution confusing.

"It's not clear that they only come if you didn't mail it in." — African American

"It would feel better if I know they won't come unless you don't fill it out." — Black Bi-racial

"Are they still doing a mailing? Now they come to your door instead? It's confusing." — Black African

- Many across sub-segments find the execution **motivating** and feel it would make them want to encourage others to participate as well. However, some feel that motivation is **based on avoiding something negative rather than doing something positive**.

"It's good information and it makes me want to participate." — African American

"I would tell others to mail that thing so they don't come knocking on your door." — Black Bi-racial

"It motivates me to fill it out so they don't come." — Black Bi-racial

Diagnostic measures for “Don’t Miss Out” are as follows:

Diagnostic Measures for “Don’t Miss Out” (N) | Black n=88



Considerations prior to final production.

- Assess whether language can be tweaked to avoid feelings that the Census is implying Black people (in particular) avoid anyone official-looking that comes to the door.
- Ensure that in final development of the Haitian version the announcer does not come across as curt or abrasive in language or tone.
- Increase campaign emphasis on clarifying when Census Takers come to the home.
- Address personal safety issues, especially for females. Make it clear Census Takers will have formal ID.
- Strengthen communication of confidentiality messages and be as direct as possible in conveying the message.
- Base use of “hero” on findings from other tracks. Black audiences are divided on using the term in this context.

“Doorway” Print (N) — AA, BA, BC

Attention-getting and informative across sub-segments — more so among BA and BCs.

- The majority of participants agree this execution **captures their attention** (83%), **is believable** (89%), **easy to understand** (88%), **relevant** (89%), **speaks to them as individuals** (75%), leaves them with a **good feeling toward the Census** (84%) and makes them **want to encourage others to participate** (81%).
 - BAs** are significantly more likely to agree the **execution captures their attention, tells them something new** and makes them **want to encourage others** to participate than are BCs or AAs. **BAs** are also significantly more likely than AAs and directionally more likely than BCs to feel **the execution is speaking to them**
 - Both BAs and BCs** are significantly more likely to feel they **learn something new** as compared to AAs.
- The key messages conveyed in “Doorway” include: **Census is important, provides resources for your community, open the door to make a difference, impact your entire community.**

“It’s not just about you, it affects your neighbors too.” — African American

“You make a difference no matter who you are, young, old, etc.” — African American

“Everybody is counting on you. Don’t close the door on the future.” — African American

“If you answer the door for the Census Taker you can help your community.” — Black Caribbean

- Those that **quickly tie the headline to the visuals** are more likely to **understand the message**. Those that get **caught up in the visual before or without reading the text** seem to **respond less favorably**. Several suggest the text is too small.

“It’s obvious what they are telling you.” — Black Caribbean

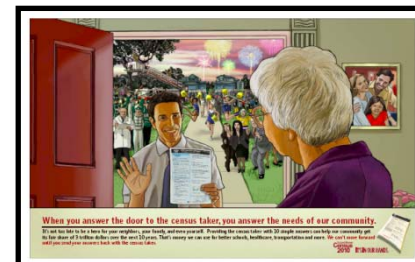
“The picture gets your attention but then it doesn’t tell you anything. The picture should convey everything you need to know.” — Black Caribbean

“The message is too small.” — Black Caribbean

- Reactions to the **celebration** going on outside are **mixed**. Some find it engaging and motivational. Others feel it is too exaggerated and “over the top,” impeding believability.

“It’s lively. It’s like a movement.” — Black African

“All those people out there, it’s just too much. I wouldn’t answer the door.” — African American



“Doorway” Print (N) — AA, BC, BC

Confidentiality and safety continue to be an issue, though less so than in radio spot.

- Faith in the **promise of confidentiality is mixed**, especially among BAs and BCs.

“If they say it’s confidential in the U.S., I believe it.” — Black African

“I don’t think any information in America is confidential. I am concerned because are they going to find me.” — Black Caribbean

- Again, some participants mention being very **reluctant to open the door to someone they don’t know**, especially women. It is very important to these participants that the Census Taker present credible identification.

“I don’t like it at all, opening the door to a man you don’t know.” — African American

“They have to make sure the person has an ID so that we know who it is.” — African American

- However, overall, the visuals, friendly tone, and inclusive nature of the execution seem to make having a Census Taker coming to their homes **less alarming than the “Don’t Miss Out” radio spot** for some of the participants.

“I like it. It’s family oriented with the picture on the wall. And that she is a senior citizen.” — African American

“This is for everyone, not just African Americans.” — African American

“You can see exactly how the Census will help by looking at the crowd behind him.” — African American



Diagnostic measures for “Doorway” are as follows:



Diagnostic Measures for “Doorway” (N) | Black n=88



Considerations before final production.

- Consider how you might get readers to the text of the execution sooner.
- Increase emphasis on clarifying when Census Takers come to the home.
- Address personal safety issues, especially for females. Make it clear Census Takers will have formal ID.
- Strengthen communication of confidentiality messages and be as direct as possible in conveying the message.



No changes necessary.

- Some interpret “we” as ‘all of the people in the community’. Others feel it is ‘the Census’. Either way, most feel it’s a positive message that promotes participation.
- “We Can’t Move Forward Until You Send It Back” is well-received by most.

“We can’t move forward says they really need my help.” — Black African

“It’s really powerful. We complain but we have to make things happen ourselves.” — Black Bi-racial

- “It’s In Our Hands.” (“your” hands for Haitians)

“This says that it’s your responsibility to take care of your community.” African American

“The ball is in your hands, now pass it around and spread the word among each other. We have to help each other.” — Haitian

“Make it more clear. Is it just for Haitians?” — Haitian

- Consider featuring people who represent the community at the end saying, “Hi, I’m Joe Smith with the Chicago Public Schools. Please fill out your Census form and mail it back. It’s in our hands to improve education in our communities, etc.”

WE CAN'T MOVE FORWARD
UNTIL YOU SEND IT BACK

United States
Census
2010 IT'S IN OUR HANDS.

Chapter Six: Asian Audiences

(Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian and Cambodian)



This chapter covers the Asian market segments.

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

A total of 18 Asian sessions were conducted in eight markets with a total of 375 participants. Maya Group’s “quali/quant” methodology was employed in all but two of the sessions (n=355). The two Cambodian sessions (n=20) were qualitative only.

# of Sessions	Sub-Segment	Total # of Participants
2	Mandarin	46
2	Cantonese	46
2	Vietnamese	45
2	Asian Indian	42
2	Korean	46
2	Non-First Generation Asian	45
2	Japanese	45
2	Filipino	40
		355
2	Cambodian*	20
		375

* Cambodian sessions were qualitative only (no electronic data collection).

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights the total number of participants representing each mindset in the Asian market segment, for which the primary mindsets were Head Nodders and Unacquainted.

Mindsets	Total Asian Sample (n)	% of Total Asian Sample
Leading Edge	7	1.9%
Head Nodders	302	80.5%
Insulated	0	0%
Unacquainted	60	16%
Cynical Fifth	6	1.6%
	375	100%

Quantitative data was segmented according to gender, age, income level, mindset and several other categories.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participate, feelings about the Census and likelihood to recommend participation to others

Note: A number of differences between quantitative segments are cited in this report (e.g., women feeling differently than men on a particular measure). Unless otherwise noted, such differences between segments (gender, age, income level, etc.) are significant at the 95% confidence level.

All of these creative executional concepts were in an unfinished stage of development. All participants referred to the executions as “ads” and answered questions about the “advertising.” However, the test material will be referred to as “messages” or “executions.”

For the quali/quant sessions, TV spots and print executions from Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases were rotated as follows:

#	City + Sub-Segment	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
1	San Francisco Mandarin	"Do Anything" TV (A)	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"NRFU" Print (N)					
2	San Francisco Cantonese	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"NRFU" Print (N)					
3	San Jose Vietnamese	"Do Anything" TV (A)	"Doing Our Best" TV (M)	"Empowerment" TV (A)	"My Community" TV (M)	"NRFU" Print (N)					
4	San Jose Asian Indian	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"Empowerment" TV (A)	"NRFU" Print (N)					
5	LA Non-First Generation Asian (Conducted in English)	"Frozen" TV (A)	"Beyonce" TV (A)	"Do Anything" Print (A)	"Empowerment" Print (A)	"Frank" TV (M)	"Hero" TV (M)	"Community" TV (M)	"My Community" Print (M)	"Doing Our Best" Print (M)	"NRFU" Print (N)
6	LA Korean	"Doing Our Best" TV (M)	"Empowerment" TV (A)	"My Community" TV (M)	"Do Anything" TV (A)	"NRFU" Print (N)					
7	LA Japanese	"Do Anything" TV (A)	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"NRFU" Print (N)					
8	Houston Vietnamese	"Do Anything" TV (A)	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"NRFU" Print (N)					
9	San Diego Filipino	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"NRFU" Print (N)					
10	NYC Mandarin	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"Empowerment" TV (A)	"NRFU" TV (N)					
11	NYC Cantonese	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"Empowerment" TV (A)	"My Community" TV (M)	"NRFU" Print (N)					
12	NYC Filipino	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"Empowerment" TV (A)	"My Community" TV (M)	"NRFU" Print (N)					
13	NYC Korean	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"Empowerment" TV (A)	"NRFU" Print (N)					
14	NYC Asian Indian	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"NRFU" Print (N)					
15	NYC Non-First Generation Asian (Conducted in English)	"Empowerment" Print (A)	"Frank" TV (M)	"Hero" TV (M)	"Community" TV (M)	"My Community" Print (M)	"Doing Our Best" Print (M)	"Frozen" TV (A)	"NRFU" TV (N)	"NRFU" Print (N)	
16	Honolulu	"Empowerment" TV (A)	"My Community" TV (M)	"Doing Our Best" TV (M)	"Do Anything" TV (A)	"NRFU" Print (N)					

For the qual-only Cambodian sessions, print executions from Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases were rotated as follows:

#	City + Sub-Segment	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
1	Garden Grove, California (Orange County) Cambodian	"Bringing Benefits" Print (A)	"Everyone Needs to be Counted" Print (A)	"Empowerment" Print (A)	"My Community" Print (M)	"Doing Our Best" Print (M)	"NRFU 3A" Print (N)	"NRFU 3B" Print (N)			
2	Garden Grove, California (Orange County) Cambodian	"Everyone Needs to be Counted" Print (A)	"Empowerment" Print (A)	"Bringing Benefits" Print (A)	"Doing Our Best" Print (M)	"My Community" Print (M)	"NRFU 3B" Print (N)	"NRFU 3A" Print (N)			

In general, Asian participants reacted positively to the campaign during both the quantitative and qualitative sessions. They found the information in the executions new, convincing and motivational.

Campaign-Level View	Details
Overall Reaction	Nearly all executions received positive reviews. Many were surprised at all the contributions each individual could bring to the community simply by filling out and returning the Census form. The executions provided a lot of new information, especially to the new immigrants, and motivated nearly all participants to participate in the upcoming Census.
Feelings about the Census	Most of the participants expressed a positive perception of the Census. They believed that it would ultimately bring in more federal funding to each community, and improvement in education, transportation, as well as healthcare infrastructure.
Taglines	The tagline “It’s In Our Hands” worked quite well among nearly all sub-segments. It emphasized the importance of everyone’s participation in the Census. It was perceived as motivational and complemented the campaign messages well. (The “We Can’t Move Forward” tagline was also well received; it was not featured in all of the executions.)
Perceived Message	Through these executions, most understood the benefits and the importance of the Census. They took away that participation in the Census would help bring in federal funding to create new jobs, build more and better schools and construct hospitals. The Census benefits everyone, both now, and in the future.
Learn Anything New	Since most participants were immigrants from Asian countries, they had very limited foreknowledge of the Census before viewing the campaign. A few were familiar with Census efforts within their native country. As a result, much of the information presented in the campaign was new. Specific information that received the most mentions were the magnitude of the federal funding (\$3 trillion) and visible results/benefits of participation (better education for the children, improvement in health care, job opportunities and community facilities and services, and better representation within the government). Participants were also impressed by the simplicity of filling out the Census form and the short amount of time required to do it. Moreover, these executions sent a very encouraging message to the Asian audience: the U.S. government recognized the importance of the Asian segment and wanted their voices to be heard.

Most of the television and print executions tested positively in nearly all in-language sessions.

Specific executions	What's Working Well + Why	What's Not Working Well + Why
"Do Anything" TV (A)	The message that "everyone should participate in the Census to improve the community" was conveyed to most. A few thought the execution was comical or quirky and caught their attention because of the somewhat awkward scenarios.	Many thought the execution was overly complicated; the ages and occupations of the characters depicted in the executions didn't match with the scenarios or with participants' expectations. Showing an elderly lady changing a light bulb even caused a feeling of uneasiness among some participants.
"Empowerment" TV (A)	The execution was perceived as positive and motivational. The execution encouraged everyone to participate in the Census to ensure everyone's voice could be heard.	Japanese participants in Honolulu thought the execution failed to develop a personal connection. They felt it also lacked detailed information about how the Census would improve the community in Hawaii.
"My Community" TV (M)	The importance of everyone's participation and the simple process of filling out the form were clearly conveyed and were convincing. Many participants thought that the busy mother portrayed in the execution set up a good example and encouraged others to spend just 10 minutes to answer 10 simple questions. This execution resonated particularly well with mothers.	Some participants were looking for more information about the actual benefits that the Census would bring to the community. Many participants wondered about where the father was in the family. Some male participants thought the execution was better suited for female viewers.
"Doing Our Best" TV (M)	The message that everyone can fill out the Census quickly and easily to receive benefits was clear and easy to understand. Showing people of various ages and occupations filling out the form motivated others to follow. It also highlighted the simplicity of the Census form.	Some participants thought the execution didn't mention enough about the actual benefits to the community.
"NRFU" Print (N)	The message was perceived as detail-oriented, providing the specifics many participants wanted to see. It provided information about the benefits of filling out the form and how the information would be kept confidential. It reminded participants to fill out the form in order to avoid having a home visit.	Some Japanese and English-speaking Asians thought the message was overly aggressive and sounded like a threat. Several participants across all sessions suggest they are uncomfortable with the prospect of a home visit and would seek to avoid it.

For the Non-First Generation sub-segment, many of the campaign messages were seen as new and positive, but several viewers suggested that the executions were not talking to them as Asians.

Specific executions	What's Working Well + Why	What's Not Working Well + Why
"Beyonce" TV (A)	The execution was tested in Los Angeles only and received neutral reviews.	Singer Beyonce in the execution failed to engage Asian viewers. Highlighting Beyonce and her pop songs seemed frivolous and seemed to minimize the importance of the Census.
"Frozen" TV (A)	The message was perceived as positive and full of impact — the community would not move forward unless everyone participated in the Census. It was reviewed as a motivational execution.	Some suggest the executions pace was too slow and so was less engaging.
"Hero" TV (M)	The execution conveyed some important messages that the Census would benefit people from old to young and help provide a good education system to the next generation. The execution also indicated that the Census would create the right path for building a better community in the future.	A few participants in Los Angeles were neutral toward this execution, suggesting it was presenting a story highlighting Hispanics and not Asians.
"Community" TV (M)	Participants found the storyline simple and easy to understand. It conveyed the message of how the Census would benefit every aspect of the community.	None mentioned.
"Frank" TV (M)	The execution was perceived as funny, energetic and eye-catching. It also sent out a message that "everyone should participate in the Census and it takes only 10 minutes of your time."	Some felt the execution went overboard and was "too pushy" to get the message across.
"It's For You" NRFU TV (N)	This execution was tested in New York only. Most thought the execution brought positive reinforcement and encouraged everyone to obey the law and mail in the form, or else the Census takers would make home visits to ensure everyone got counted.	Some thought the execution focused on the elderly or disabled instead of the Asian audience. A few thought the message was overly aggressive and forceful.

Note: The executions above were part of the campaign targeted to and tested among the Diverse Mass audience. Responses here are generally reflective of responses from the Diverse Mass sessions.

For the Non-First Generation sub-segment, many of the campaign messages were seen as new and positive, but several viewers suggested that the executions were not talking to them as Asians. (continued)

Specific executions	What's Working Well + Why	What's Not Working Well + Why
"Do Anything" Print (A)	The execution was tested in Los Angeles only. The facts about the \$3 trillion and better representation within the government caught people's attention.	The main visual and the copy didn't appear to have a clear connection in readers' minds.
"Empowerment" Print (A)	The execution created a sense of unity and togetherness which was appealing to readers. It encouraged everyone to participate in the Census to ensure that everyone's voices would be heard.	None communicated.
"My Community" Print (M)	The busy mother portrayed in the execution encouraged others to take 10 minutes of their time to fill out the form as well.	The hectic lifestyle of the mother depicted in the execution didn't mirror the actual lifestyles of English-speaking Asians and therefore failed to resonate with many participants.
"Doing Our Best" Print (M)	The simplicity of filling out the Census form to help the community was readily conveyed.	None communicated.
"NRFU" Print (N)	Many wanted to avoid the "home visit" and felt that the execution encouraged them to mail in the form quickly (to avoid the unwanted enumerator).	Several participants thought that the message was a bit too forceful and the suggestion of a home visit was seen as heavy handed, and for some, threatening.

The following print executions were tested among Cambodians and most received positive reviews from this audience.

Specific executions	What's Working Well + Why	What's Not Working Well + Why
"Bringing Benefit" Print (A)	The message "people of different backgrounds and professions will all participate" was well received.	Some suggested the inclusion of a broader array of people in the visuals, in the visual people of different ages, especially the elderly.
"Everyone Needs To Be Counted" Print (A)	The execution motivated everyone to come together, fill out the form, and help others within the community to receive government funding. Both the copy and visual worked well together.	None.
"Empowerment" Print (A)	The sense of togetherness and unity was strongly communicated and the information about the \$3 trillion and new jobs was attractive.	The visual showing a group of people encircling the page, and some appeared to be upside down, which confused a few participants.
"My Community" Print (M)	The busy woman featured in the execution conveyed the example that no matter how busy one was, one should be able to spend 10 minutes completing the form to help the future of the community.	While most readers agreed that the busy woman in the execution was motivational, some thought her life with two jobs, three children and night school was onerous.
"Doing Our Best" Print (M)	The simplicity of filling out the Census form was conveyed clearly via the copy. The execution also helped readers understand that their 10 minutes would be very valuable to the Cambodian community.	To many, the visual of the execution seemed confusing and difficult to understand. Many failed to grasp the meaning of and connections between the various professions. The digital clock digits confused several readers.
"NRFU 3A" Print (N)	Participants welcomed the Census enumerator with a Census badge. They felt the visual of the Census enumerator appeared to be reliable and trustworthy.	A few participants questioned what would happen to illegal immigrants if they answered the Census form.
"NRFU 3B" Print (N)	The "bow" gesture from the Census enumerator clearly demonstrated that he was also a Cambodian and provided an extra sense of trust and security. Nearly all readers reacted to the execution positively.	Some suggested the young enumerator was flirting with the two girls and suggest that showing the full family would be more appropriate.

A brief overview of cultural insights by sub-segment can be found in the table below:

Sub-Segments	Cultural Insights
Mandarin Chinese	This audience felt positive and motivated by most executions. They highly value education for future generations and the information about building more schools and improving the educational system resonated. In addition to the tangible benefits the Census would bring to the community, many expected to learn more about how the Census would impact individuals, as well.
Cantonese Chinese	This sub-segment reviewed most executions positively. “Easy and fast to fill out the form” was a key take-away for participants who came from “fast-paced” cities such as Hong Kong. Compared to the Mandarin participants, Cantonese viewed the benefits of the Census from a broader perspective and were willing to participate for the sake of improving the community as a whole.
Filipino	Filipino participants reviewed all the campaign messages positively. Many felt that the U.S. had provided great opportunities for them, especially in terms of financial gains. In return, they would fill out the form to help the community and the government. The sense of “building a better community together” resonated strongly among Filipinos. The Tagalog phrases interjected in the execution scripts was appreciated, even though most participants were perfectly bilingual in both English and Tagalog.
Asian Indian	Asian-Indian participants felt motivated by the executions and paid particular attention to information about children’s education. Many thought the message about who should fill out the Census form was not very clear. Moreover, they were also concerned about how private information might be used against illegal immigrants. Some suggested using Hindi on important phrases or adding additional Hindi to the executions to catch the attention of Asian Indians who were less comfortable with English.
Cambodian	This audience highly appreciated the fact that the Census would reach out to them via Khmer as they belong to a sub-segment with a small population that was seen as under-served in the U.S. Since most were refugees with a lower educational background many appreciated executions that were simple and easy to understand, especially through the use of graphics and visuals. Concepts of happiness, unity and togetherness resonated especially strongly.
Vietnamese	Most Vietnamese came to the U.S. as refugees looking for freedom and better living conditions here. Therefore, “My Community,” an execution featuring a hectic lifestyle and family without both parents failed to resonate with them. After years of living under the rule of communism in Vietnam, Vietnamese immigrants were highly in favor of and trusted the U.S. government, and thus they had no concerns about the Census being a legal requirement or privacy issues related to its participation.

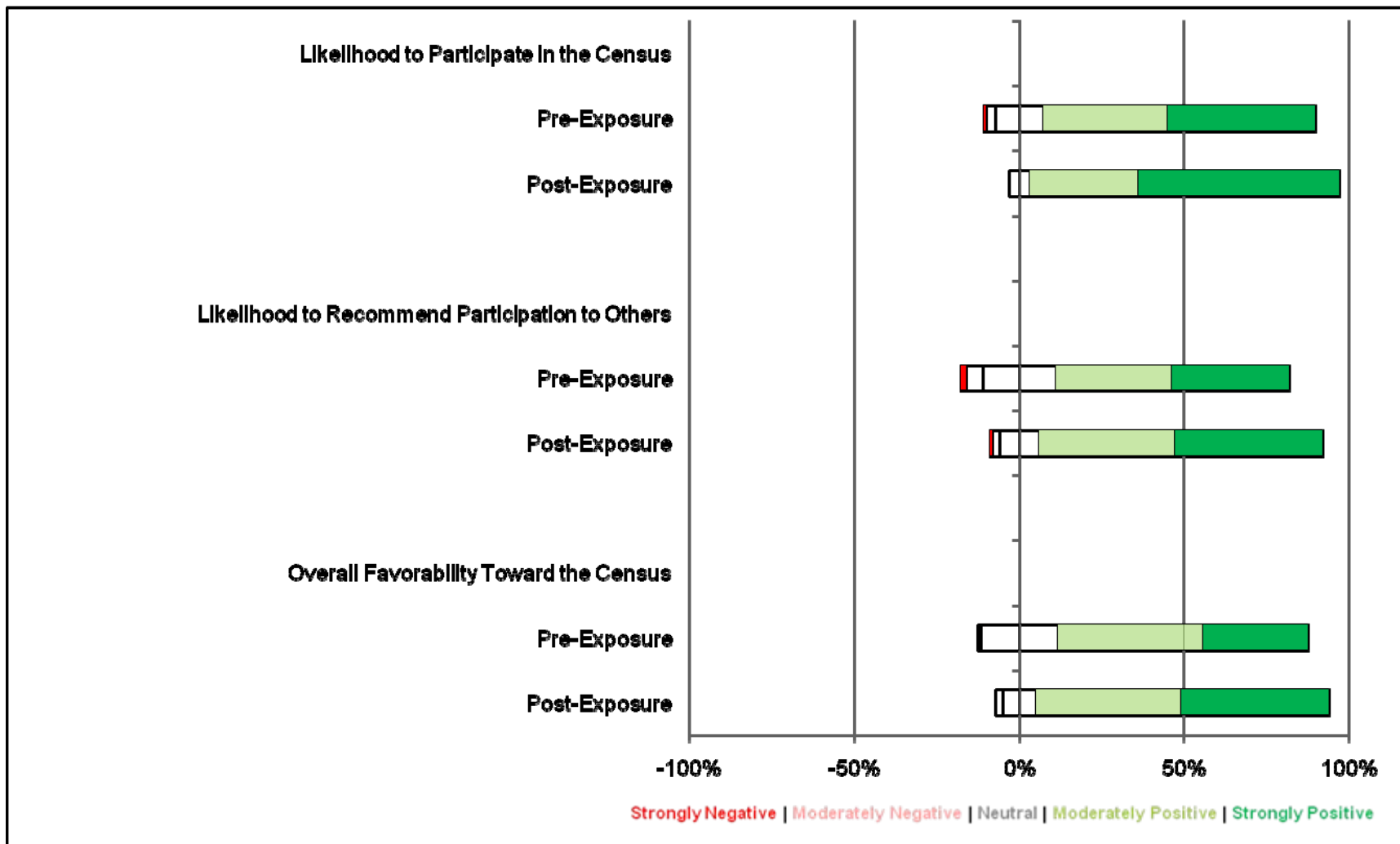
A brief overview of cultural insights by sub-segment can be found in the table below:

(continued)

Sub-Segments	Cultural Insights
Korean	While most executions were perceived as motivational and contained a lot of new information, some participants were skeptical about how the community would truly benefit from government funding. The Koreans seemed to be results-driven and wanted to see real examples of how the Census had previously benefited the community and individuals. Korean participants in New York were quite literal in terms of reviewing the executions and had a tendency to challenge the logistics of the concepts.
Japanese	Japanese participants in Los Angeles seemed to be more acculturated to the U.S. and reviewed the executions positively. The Japanese in Honolulu were comparably less acculturated. Many felt that the tone of the executions was too strong for the Japanese audience, the language usage was too “Americanized,” and the campaign messages did not focus enough on the benefits for Hawaii.
Non-First Generation Asian	Although these Asian participants were born in the U.S. and spoke English as their first language, they cared about their cultural identity as “Asians.” They felt that general market executions without the presence of Asian characters failed to generate a strong emotional connection, even though they received most of the campaign messages positively. Many were skeptical about the government funding that would be allotted to the community during this economic downturn. They also showed stronger opposition to campaign messages related to the “law requirement” or “home visit” compared with other sub-segments.

Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.

Pre- and Post-Exposure Measures of Feelings Toward Census | N=355



Overall, the campaign shifted favorability toward the Census, likelihood to participate and likelihood to recommend the Census in a positive direction. The campaign reinforced and built upon pre-existing positive views of the Census.

- The campaign clearly communicated that:

- Filling out the Census form is easy and quick.

“They’re basically letting you know that it takes no time for you to participate in the Census.” — Filipino

- Filling out the Census form is important.

“It was good. I think it gives hope for a brighter future. So I want to cooperate with the Census.” — Japanese

“I think the Census itself is very important. That’s the message that I got.” — Korean

- Filling out the Census form is obligatory.

“I know that it is mandatory that I have to fill it out.” — Asian Indian

- Filling out the Census form benefits/money to the community.

“Not only we have to participate, it tells me what kind of benefits will there be.” — Mandarin

“I think it helped me understand more about the Census. That it helps the community. It helps the generation, future generation.” — Vietnamese

- Filling out the Census form brings the community together.

“As Vietnamese people, we should participate in this.” — Vietnamese

- More than three-quarters (76%) of Asian participants held a positive view of the Census before seeing any executions in the campaign. The campaign reinforced this foundation, increasing the number of strong positives and generally decreasing negative and neutral views of the Census.

“It was giving us the importance of the Census, how would it affect the community, how it would affect us, and the benefits.” — Asian Indian

“I thought you were just counting numbers for a Census, but I didn’t know it was for actually the betterment of the community.” — Korean

The campaign motivated Asians to participate in the Census.

- Approximately one-third of participants took away from the campaign a higher likelihood of participating (32%), a higher likelihood of recommending the Census (32%) and a more favorable view of the Census (31%). Only about one in 10 (11%) took away a less favorable view of the Census after exposure to the campaign, and of this 11%, most were men (64% men, 36% women).
- The campaign performed strongly across each of the sub-segments tested.
 - Participants appreciated that Asian-specific executions were created just for them, making them feel that their needs were being acknowledged. For example, for the Non-First Generation Asians, the Diverse Mass executions that focused on the entire community (including Asians), such as “Frozen,” “Frank” and “Community,” resonated better than those that highlighted specific, non-Asian characters such as “Beyonce” and “Hero.” Asian participants across the board suggested they prefer to see Asian faces in the executions.

“I was going to say, if you’re trying to reach the Asian American population, perhaps some of those television ads could have been Asians, like for instance, that guy who was in his kitchen filling it out, he might have been Asian. I think that would speak to me, the group that you’re trying to reach.” — Non-First Generation Asian

- Asian participants appreciated seeing more “typical” families (e.g., mother + father + children) depicted in the executions. This was especially true of the more insular sub-segments, such as Cambodians. Participants were distracted by the depiction of the single mother depicted in “My Community” TV, wondering where the father figure was.
- Economic stress was having an impact on nearly all Asian participants, at least to some degree, and executions that showcased financial hardship struck a sensitive area. For example, the single mother in “My Community” TV who is working two jobs evoked comments of pity by some, and concern by others.

Understanding that filling out the Census form is a legal obligation gave Asians motivation to comply.

- Many participants suggest the executions would be more helpful if they provided additional detail, such as how the money would be spent in the community.
- While a few participants did articulate data privacy concerns, the broad majority of Asians interviewed said that privacy was not a significant worry. They trust that the government will care for their information (and besides, they are legally compelled to participate, privacy concerns notwithstanding). A notable exception is the concern of undocumented residents.

“Well, the I think advertisement, it didn’t tell you how they’re going to help you in detail. They talked about health care in school, but then I wanted a little more specific details. I don’t know how this can apply to me.” — Korean

- Several participants suggested that undocumented residents would avoid the Census out of fear of INS repercussions. They suggested that the current campaign materials do not address, nor even acknowledge, the concerns of those who are in the country illegally.

“Some people don’t want to do the Census because they’re afraid that the INS going to deport them. They’re not going to send it back because of fear they’re going to report it to the INS.” — Cambodian

- Several in the Mandarin and Asian Indian sessions felt there were not enough details on how their information would be kept safe. Some Cantonese and Non-First Generation Asian participants appreciated the safety-related messaging, but didn’t fully trust it. Participants in the Asian Indian segment felt their information was already accessible, but projected that undocumented individuals might not be forthcoming with it. There were no issues voiced by Vietnamese and Cambodian participants, who saw providing such information as normal. No concerns about safety of information were raised by Filipino participants.
- Explicitly stating the legal obligation to comply with the Census does come across as “heavy handed” to many participants in each of the sub-segments tested. While the language is firm and direct, it does not appear to inhibit participation. (In fact, it has the opposite effect, with participants suggesting they will mail in the form to avoid an unwanted home visit from the Census taker.) It is likely that the planned sequencing of the NRFU pieces after the initial phases of the campaign will minimize concerns surrounding the home visit.
 - More Korean, Japanese and Non-First Generation Asian participants seemed to view NRFU as an invasion of privacy.
- For the Cambodian audience, print executions that showcased simple visuals to generate a sense of happiness and togetherness tested particular well. “Bringing Benefits,” “Empowerment,” “Everyone Needs to be Counted” and both “NRFU” print executions stood out.

For the most part, Asian participants understood from the campaign how the Census process works.

- Most understood that the form is to capture data about all members of the household, not simply the head of household.

“I think it’s just for your family. Let’s say there are two families in your house. I think ... so it’s per family. Not for everyone living under the same roof.” — Filipino

“For my entire family.” — Non-First Generation Asian

- Nearly all understood that the form will arrive in the mail, then they fill it out and mail it back (or an enumerator will arrive to help them fill it out).

“First to send the form to you. If you didn’t fill it out, if you missed it, they’ll send somebody over.” — Cantonese

“You mail the form. You get the form from the mail. You send it back. If you don’t get it, someone will come to your house to get information.” — Japanese

- The concept of “community” was broadly understood to represent one’s geographic neighborhood all the way up to the state level (and everything in between). A few participants also associate community with their ethnic peers (such as the Korean community).

“The two block area around me.” — Japanese

“The area that you live in.” — Korean

“Well, community, I will say Koreatown.” — Korean

“California. State.” — Japanese

Most messages in the campaign received positive reviews.

- The phrase “\$3 trillion over 10 years” was perceived as an enormous amount of money, so much that most had difficulty grasping the concept.

“The \$3 trillion is just on the fringe of my imaginative powers.” — Japanese

*“It’s like you’re getting \$300 billion a year, but with \$3 trillion in 10 years — it feels like you’ve got to wait 10 years to get that.”
— Non-First Generation Asian*

- Between the two phrases “\$3 trillion over 10 years” and “\$300 billion a year,” most participants thought that the smaller amount sounded more tangible and realistic. Expressing the amount in “a year” brought about a sense of immediate action because many found it difficult to imagine what would happen in 10 years’ time.

“Ten years is so long. I don’t know what’s going to happen.” — Cantonese

“It’s hard to think about \$3 trillion and it’s too hard to comprehend. And 10 years is too long.” — Filipino

“So, for me, my kids’ education budget is getting cut every year. So \$300 billion is a lot of money in one year. So I kind of get the impression that it would be more immediate.” — Japanese

“Because it looks better, because it’s every year. That sounds better. The other one, 10 years, takes too long.” — Cambodian

- “10 minutes to fill 10 simple questions” was well liked. It demonstrated that participation in the Census could be very fast and easy.

“It’s simple. Because it makes you think that it’s simple.” — Korean

“I believe in 10 minutes, we can fill out the 10 questions.” — Mandarin

- “Your information is safe and will be used for future planning...” tested positively and eased some participants’ concerns about privacy. However, many still believed that the government could use their information anyway it wanted.

“Yes, I do believe that they will keep it confidential.” — Cantonese

“They are telling you to go ahead and participate. It’s safe.” — Filipino

“I am thinking, it’s not particularly dangerous or risky to reveal your personal information. But I think the government can use your information for a variety of purposes.” — Korean

Most messages in the campaign received positive reviews. (continued)

- “To help improve the community, everyone has to send the form back...” was perceived as motivational. It urged everyone to participate in the Census to help the community.

“This is very persuasive, very convincing.” — Mandarin

- “Filling out our 2010 Census forms brings our voices together” represented a sense of unity which was important for Asians. It also conveyed the message that everyone’s participation could make a difference.

“It gives you a good feeling, yeah. It gives you a good feeling that you are participating.” — Filipino

“Yes. Once you work together, you’ll see the effect.” — Cantonese

- “Everyone living in the United States is required by law to fill in the 2010 Census form” received mixed feelings. While most participants demonstrated the willingness to obey the law and perform their civic responsibility, some felt the message was somewhat forceful and sounded like a threat.

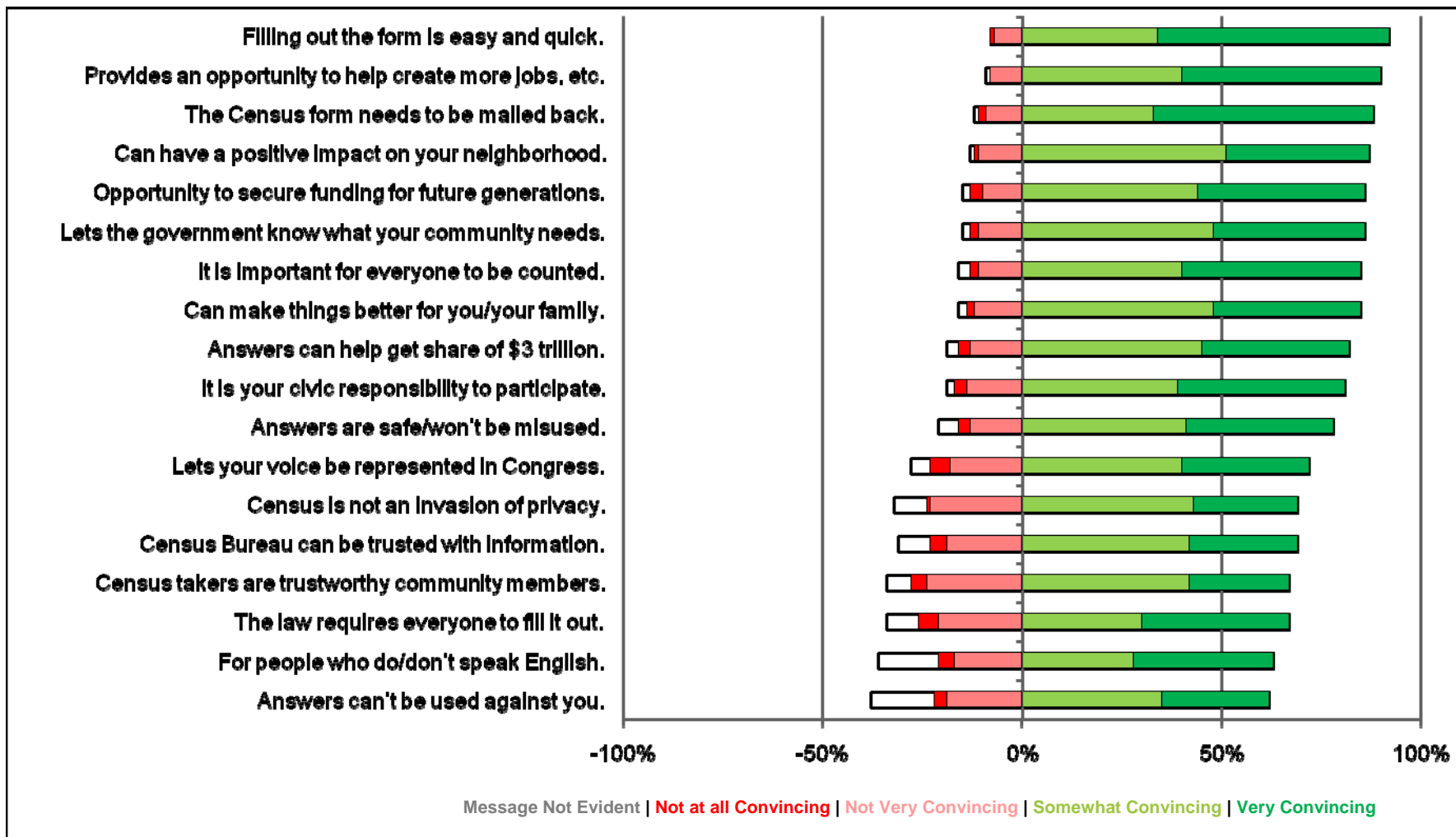
“It’s kind of pushy. Because it seems like, if I don’t fill it out, you’re going to find a police man to come and arrest me?” — Cantonese

“It’s kind of forceful. Pressure. Pressure tactic. But it remains in your mind.” — Japanese

- “Get its share of \$3 trillion in federal funding and a more effective representation in government” also tested very positively. It motivated everyone to participate so that the government would recognize the importance of the Asian segment, and the community would receive funding for improvement.

After being exposed to the campaign, participants were asked to indicate how convincing the campaign was on the following series of messages.

Campaign Diagnostic Measures | Asian n=355



The campaign convinced most participants of the importance and value of the Census (or further reinforced the importance and value among those already familiar with it).

- Eighteen messages from the entire campaign were presented to participants, who were asked to rate how convincing the executions they saw were on each point. With the exception of the seven statements listed below and on the following page, all statements evoked strong agreement from participants. (Please note that not all 18 messages were included in each execution or exposed to each segment or sub-segment.)
- Filling out the Census is a way to let your voice be represented in Congress.
 - Approximately a quarter of participants (28%) did not find this statement convincing or felt this message was not present in the campaign. Renters (34%) and younger participants (33%) were less convinced by this statement than their peers.
- The Census is not an invasion of privacy.
 - Nearly a third of participants (32%) did not find this statement convincing or felt this message was not present in the campaign. Higher-income participants (40%) and Japanese participants (53%) were less convinced by this statement than their peers.
- The Census Bureau can be trusted with my information.
 - Nearly a third of participants (31%) did not find this statement convincing or felt this message was not present in the campaign. Japanese participants (49%) were less convinced by this statement than their peers.

The following statements merit additional review as they indicated an underlying concern participants share about how they view the campaign and the Census.

- Census takers are trustworthy members from your community who want to help make sure everyone is counted.
 - Just over a third of participants (34%) did not find this statement convincing or felt this message was not present in the campaign. Japanese participants (65%) were significantly less convinced by this statement than their peers.
 - Several participants in nearly all sessions expressed concern that the Census takers may be easily impersonated by a thieves or con artists simply by fabricating credentials. Several suggested they would not open their door to the Census taker.
- The law requires everyone to fill out the U.S. 2010 Census.
 - A third of participants (33%) did not find this statement convincing or felt this message was not present in the campaign. Koreans especially were unconvinced, with seven out of 10 (70%) finding this statement unconvincing or believing this information was not presented in the campaign.
- The Census is for people who don't speak English, as well as for people who do.
 - Just over one-third of participants (37%) did not find this statement convincing or felt this message was not present in the campaign.
- People's answers to the Census can't be used against them.
 - Just over a third of participants (37%) did not find this statement convincing or felt this message was not present in the campaign.

With a few minor modifications, as detailed below, the executions should resonate even more strongly when produced and launched.

- When possible, consider prominently showcasing Asian faces in all executions targeting this segment, including those targeting the Non-First Generation Asians.
- When depicting families, consider including both the father and mother with the children.
- Consider removing the context of personal financial hardship from executions presented to the Asian sub-segment.
- Consider offering a toll-free number or Web URL in each execution as a source for additional information for viewers/readers who are looking for more specifics.
- Draftfcb and partners may wish to consider specifically addressing concerns about undocumented residents via targeted communications or community outreach efforts.
- Consider copy or creative changes to further emphasize the link to and importance of the Census and Congressional representation.
- Consider copy or creative changes to reassure participants that the Census is not an invasion of privacy.
- Consider copy or creative changes to reassure participants that the Census can be trusted with information.
- Consider copy or creative changes to further reassure that the Census takers merit trust and are not a safety threat.
- Consider copy or creative changes to reinforce that participation is the law (especially for the Koreans).
- Consider copy or creative changes to indicate that several languages other than English are available.
- Consider copy or creative changes to address concerns many participants have that filling out the Census will (somehow) be used against them.

The “Do Anything” TV spot confused many viewers in multiple Asian sub-segments.

- Reviews of “Do Anything” were neutral to somewhat negative, with participants stumbling on several of the juxtaposed scenarios. Even with the alternate scenarios tested in the final sessions, the participants have difficulty with the formula.
 - More than half of participants found the execution unclear (58%) and more than half found something in the execution that was difficult to believe (54%).
 - Approximately two-thirds found the execution appealing (64%), attention-getting (70%) and relevant (60%). Just over half said the execution would make them want to encourage others to participate (58%).
 - Just over half felt the execution was talking to them (58%).
 - Approximately two-thirds said the execution told them something new about the Census (64%)
- The execution communicated that people in different walks of life were participating in the Census. A few also thought the \$3 trillion in federal funding was impactful and encouraged everyone to participate in the Census.

“Everyone has to help. Everyone has to give a hand.” — Vietnamese

- But the majority of viewers had a difficult time connecting with this spot. The execution was perceived as complicated, unrealistic and confusing.

“It’s very hard to believe that a lady is changing the bulb(?) in a street light.” — Asian Indian

“It’s kind of confusing. Because those people are doing impossible things.” — Mandarin

“Because it seems like they would not actually do those things. How would this elderly lady go and change a light bulb? Because she’ll probably work as a volunteer, but she would not go and change a light bulb.” — Cantonese

- Men were especially unimpressed. Nearly 40% of men said they disliked this execution (compared to 0% of women)



The “Do Anything” TV spot confused many viewers in multiple Asian sub-segments.

(continued)

- Koreans, significantly more so than the other sub-segments, felt the execution was not talking to them (67%)
- People featured in the execution seemed to be performing tasks that were unbelievable, wrong or even dangerous in regards to their age and occupation. Nearly all viewers missed the metaphor and had difficulty moving beyond the juxtaposed scenarios.

“I think the welding guy in the operating room. I don’t know. It doesn’t kind of go together.” — Korean

“I think even the second or third time I wouldn’t understand.” — Japanese

- The scenario that highlighted an old lady changing a light bulb created a sense of danger and uneasiness for some participants.

“The grandmother is going to fall off that thing. [Laughter]” — Filipino

“I really don’t like the grandma touching the lights. I don’t know. I get scared. I’m very concerned. I think she’s going to fall and get hurt.” — Korean

- Because of the confusing storyline, many felt the positive messages in the execution had been overshadowed.



Diagnostic measures for “Do Anything” TV were as follows:

Diagnostic Measures for “Do Anything” TV | n=310 Multiple Sub-Segments



The following implications and recommendations should be considered for the “Do Anything” TV spot.

- A significant number of participants in each of the sub-segments tested were confused by this spot or had other less-than-positive reactions. Specifically:
 - Nearly 30% said the execution failed to capture their attention. Unfortunately, it is likely many of the remaining 70% whose attention was captured by this spot were pulled in because they were confused with the unrealistic scenarios.
 - 58% were confused, 54% took issue with the execution’s credibility. Just under half felt that execution was not talking to them and left them feeling less positive about the Census.
 - Rather than capturing attention, the unlikely scenarios presented in this spot (e.g., older woman changing the street light) tended to confuse the audience. Removing or altering these illogical scenarios might resolve the confusion, although that would significantly change the main concept of the execution.
 - The alternate scenarios (business women picking up trash, physician mending a leg in a clinic, and engineer teaching math to children) are clearer, but still confuse participants.



“Empowerment” TV delivered a clear, unifying message to most viewers.

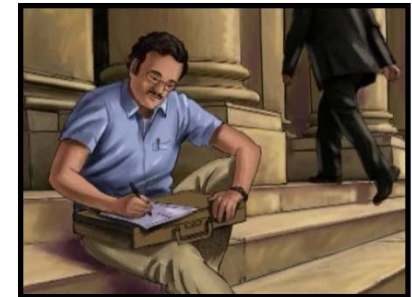
- Reviews of “Empowerment” were positive, with participants understanding that filling out the Census would help their community.
 - A majority of participants found the execution clear (75%), appealing (86%), attention-getting (78%), relevant (74%), and credible (82%). Just over three-quarters said the execution would make them want to encourage others to participate (77%).
 - Just under three-quarters felt the execution was talking to them (74%).
 - Three-quarters said the execution told them something new about the Census (75%).

“Our voice are gathered together, we will be heard louder. So people will be able to hear what we need, and maybe those will be achieved.” — Cantonese

“There’s nothing wrong with participating in the Census. In fact, it benefits me, as an individual, who is a part of the community.” — Filipino

- The execution message was perceived as positive, engaging and encouraged viewers to participate, but it was not as strong among two audiences:
 - The Japanese participants were less engaged than the other sub-segments, with nearly half (44%) saying this execution did not catch their attention (most other audiences were in the high teens or low twenties on this measure). Also more than one-third of Japanese (34%) felt less positive about the Census after viewing this execution (most other audiences were in the single digits or low teens on this measure).
 - Half (50%) of the Koreans felt that the execution was not talking to them. (Most other audiences were in the high teens or low twenties on this measure.) Some in this sub-segment were skeptical about the \$3 trillion amount, but hoped the government could deliver. Others expressed a desire to see “regular” people depicted.

“I think it’s helpful to participate in something beneficial like this, but I don’t know, ultimately, if the government is going to be able to keep the promise, and whether they’re going to release that \$3 trillion.” — Korean



“Empowerment” TV delivered a clear, unifying message to most viewers. (continued)

- With the previously noted exception of Koreans and Japanese, most audiences felt the spot provided a strong sense of unity by reinforcing that everyone’s voice was important.
 - The Unacquainted found this spot particularly informative. Most of the Unacquainted participants said they learned something new from this spot (94%).

“Our voice are gathered together, we will be heard louder. So people will be able to hear what we need, and maybe those will be achieved.” — Cantonese

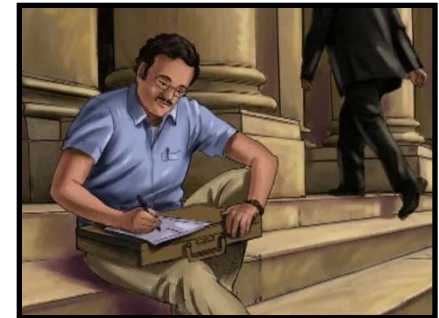
- This execution encouraged everyone to complete the form so the voice of the community would be heard. It also pointed out that it was everyone’s civic responsibility to fill out the Census form.

“Everyone must participate. It would be benefit everyone.” — Vietnamese

- Some participants commented that the avuncular narrator adds credibility to the execution.

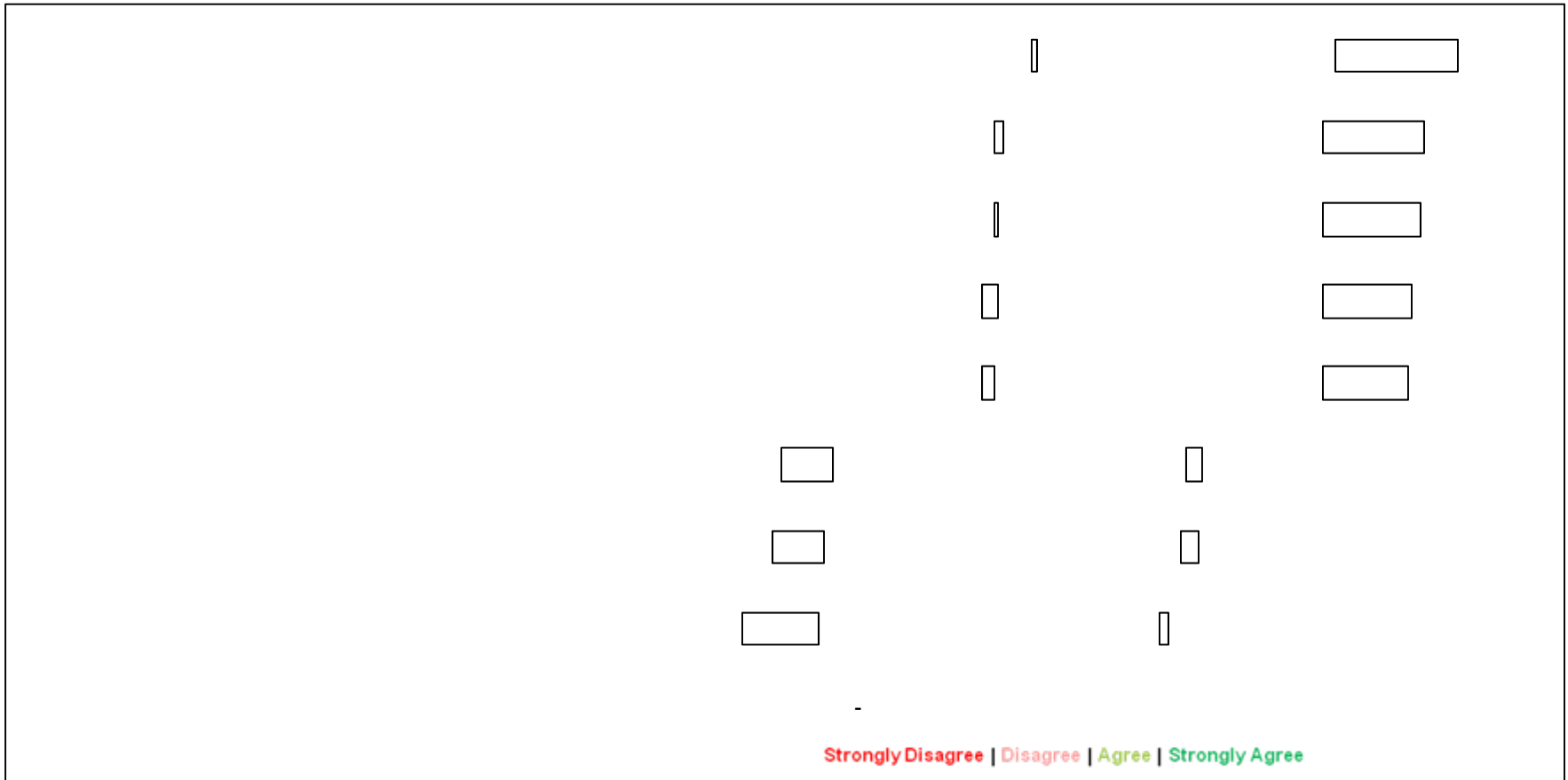
“That one, you feel as though you are getting advice from a more knowledgeable person.” — Asian Indian

- The mention of \$3 trillion in federal funding caught several participants’ attention.
- Some Japanese participants in Honolulu felt that the execution failed to mention how the Census would improve the community in Hawaii specifically.



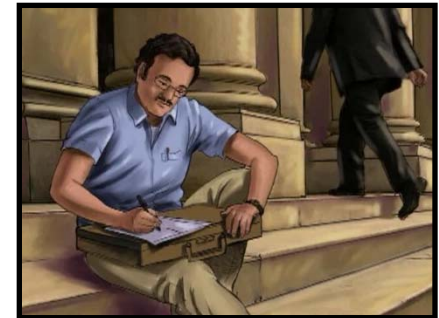
Diagnostic measures for “Empowerment” TV were as follows:

Diagnostic Measures for “Empowerment” TV | n=310 Multiple Sub-Segments



The following implications and recommendations should be considered for the “Empowerment” TV spot.

- The spot works quite well with across most Asian audiences.
- Responses were somewhat weaker among the Japanese and Koreans. Consider including more specific benefits and/or people these audiences can relate to.



The message “filling out the Census form is simple and fast” was clearly conveyed in “My Community” TV.

- Reviews of “My Community” were generally positive, although some felt it was more targeted toward women and lower income levels. Regardless, participants understood that the Census is easy to fill out, even for very busy people.
 - Most participants found the execution clear (84%), appealing (86%), attention-getting (84%), relevant (78%) and credible (87%). Just over three-quarters said the execution would make them want to encourage others to participate (77%).
 - Three-quarters felt the execution was talking to them (75%).
 - Just under two-thirds said the execution told them something new about the Census (65%).
- This spot conveyed the importance of everyone’s participation and communicated the easy process of filling out the form.
 - Older participants were more likely than younger participants to say the execution would make them want to encourage others to fill out the form (55 and older at 93% vs. younger than 35 at 69%).

“I’m thinking it just requires a short brief time, and by investing free time, you are getting something bigger back, and something bigger back for your community.” — Korean

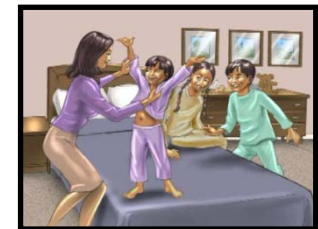
- The busy woman featured in the execution was a good example of no matter how busy one was, one should still be able to devote 10 minutes to complete the form.

“A mom working so hard and taking care of three children. Even with her busy schedule, she still uses 10 minutes to help in the Census.” — Cantonese

“Fill out the form, no matter how busy you are. Just like her. She’s so busy, but she took time to fill out the form and send it back to the Census.” — Filipino

- The execution seemed to resonate particularly well with mothers.
 - 82% of women like the execution, versus 56% of men. And after viewing the execution, 88% of women said they would be more likely to fill out the form, versus 69% of men.

“I’m a housewife, too. It really attracts me, my attention. Seems like it’s really talking to me. And most importantly, it seems like even you are really busy, it’ll only take you 10 minutes. And you’ll get a big benefit.” — Cantonese



The message “filling out the Census form is simple and fast” was clearly conveyed in “My Community” TV. (continued)

- Several participants wondered where the father was in the picture.

“But it’s kind of weird that there’s a mom and her three daughters, and nobody else. Maybe there should be a grandma or grandpa. Or the father.” — Japanese

“Where is her husband? There is absolutely no value. It just doesn’t make sense.” — Vietnamese

- The storyline of a female character having three kids, working two jobs and also attending night school was viewed as somewhat unrealistic and depressing to some. Several felt it seemed to be targeting lower income groups.

“I think I feel bad for the lady.” — Vietnamese

- Some participants felt the execution should have provided more specific information on how the Census would benefit them.

- Higher income participants especially believed they didn’t pick up new information from the execution. (Only 55% of higher income participants agreed the execution told them something new, versus 75% of lower income participants.)

“This ad did not tell me the importance of the Census. It only told me to fill it in, in spite of how much of a hurry, or how much less time you have, just fill it in and send it. That’s all it conveyed.” — Asian Indian

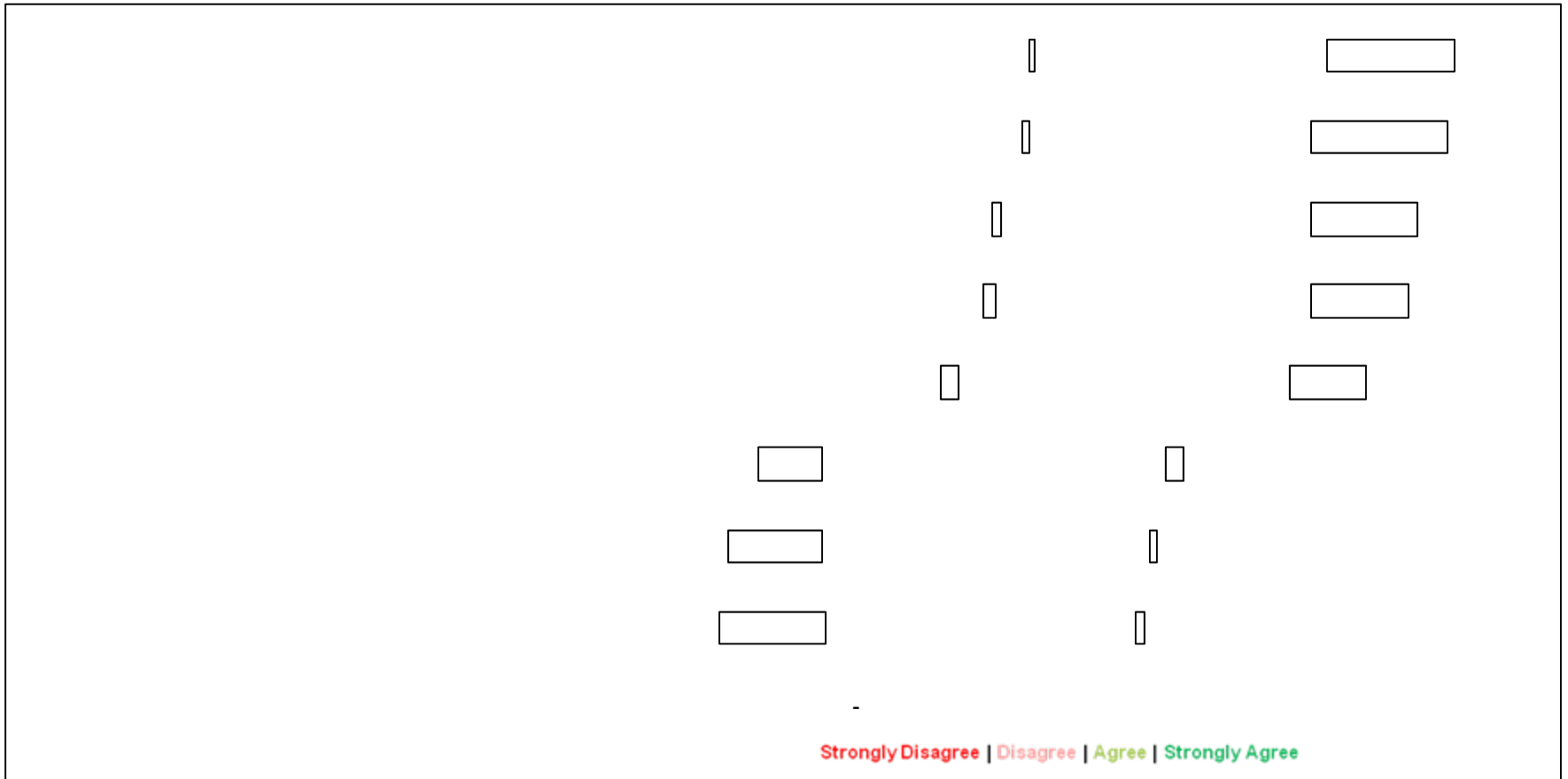
“On another hand, the ad did not mention anything about what it will help, like health care or whatever.” — Cantonese

“It doesn’t say, if you fill this out, there will be consequences, or it doesn’t tie together the consequences and what are the benefits, what will happen. There’s no motivation. What is the motivation?” — Vietnamese



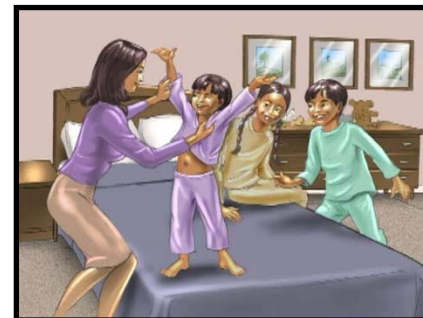
Diagnostic measures for “My Community” TV were as follows:

Diagnostic Measures for “My Community” TV | n=310 Multiple Sub-Segments



The following implications and recommendations should be considered for the “My Community” TV spot.

- This execution resonates well with all sub-segments. Women especially related to the spot. Consider buys with high female viewership.



Asians found “Doing Our Best” TV effectively communicated the benefits of filling out the Census form and that the form can be filled out quickly.

- Reviews of “Doing Our Best” were positive, with participants understanding that the Census would benefit their community.
 - Most participants found the execution clear (80%), appealing (85%), attention-getting (87%), relevant (77%), and credible (82%). More than three-quarters said the execution would make them want to encourage others to participate (77%).
 - Three-quarters felt the execution was talking to them (75%).
 - Just under two-thirds said the execution told them something new about the Census (65%).

“I didn’t know that it improves your community, the Census. So I feel like you need to actively participate, in order to improve your community.” — Korean

- Participants appreciate that people of various ages and occupations complete the form and mail it back.

“A doctor, a farmer, they took time to fill out the form. That’s the important thing there. No matter what your status is in life, whether you’re busy or not, working or not working, you can still fill out the form and send it back.” — Filipino

“It includes everybody. A mother, a doctor, everyone.” — Vietnamese

- The execution was motivational and it encouraged viewers to fill in the form, especially women.
 - Women reacted more positively than men to this execution on several measures: appeal (92% appealing to women, 79% appealing to men), obtaining new information (72% of women learned something new versus 57% of men), credibility (24% of men found something in the execution hard to believe versus 13% of women) and encouraging others to participate (85% of women would encourage others to participate based on this execution, versus 70% of men).

“I think this commercial is more balanced. It showed the benefits, the process. It mentioned that it only takes 10 minutes. And it benefits people.” — Filipino



Asians found “Doing Our Best” TV effectively communicated the benefits of filling out the Census form and that the form can be filled out quickly. (continued)

- Participants understood — many by referring to the digital clock — that the form was simple and would only take 10 minutes to complete.

“The clock was interesting. From 10:10. Started at 10:10. So it takes 10 minutes to fill out.” — Japanese

“It seem it’s quicker. It does this showing that clock — from like 10:10 they started, 10:20, they are finished. Yeah.” — Asian Indian

“Because there’s an electronic clock. The message is that it’s only 10 minutes. It doesn’t take a lot of time.” — Cantonese

- A few notice that the spot tells them filling out the Census form is required — not optional.

“Everyone must participate. Everyone must fill out the Census.” — Vietnamese

“They’re trying to force information out of you. It’s something that you have to do, absolutely.” — Korean



Diagnostic measures for “Doing Our Best” TV were as follows:

Diagnostic Measures for “Doing Our Best” TV | n=310 Multiple Sub-Segments



The following implications and recommendations should be considered for “Doing Our Best.”

- The spot works quite well with this audience. Some participants suggested that the execution did not show them enough new information about the Census, so potentially showing a URL, where additional information could be found might increase the effectiveness of this execution. Otherwise, no additional changes are recommended.



Most participants felt the “NRFU” print execution provided positive reinforcement, while some felt the message was overly aggressive.

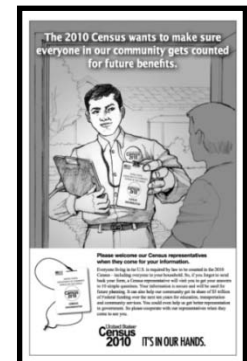
- Reviews of “NRFU” print were positive. Participants clearly understood that the Census was mandatory and that if they failed to fill it out and send it in, an enumerator would arrive at their front door.
 - Most respondents found the execution clear (82%), appealing (76%), attention-getting (81%), relevant (80%), and credible (82%). Just over three-quarters said the execution would make them want to encourage others to participate (71%).
 - Just under three-quarters felt the execution was talking to them (73%).
 - Exactly three-quarters said the execution told them something new about the Census (75%)

“It’s telling you that if you don’t fill it out, people are going to come to my house.” — Cantonese

“I guess you have to fill it out and send it in before an agent comes at your door here.” — Korean

“The way it’s written, it sounds like you have to. It’s very forceful.” — Vietnamese

- Many respondents appreciated how this print execution provided detailed information, including federal funding, privacy reassurance and the actual benefits that each community would receive in the future.
 - “NRFU” print resonated better with older readers. On average, the older the respondent, the more likely they were to find the execution attention-getting, motivating and relatable.
 - There was significant push-back from Koreans and Japanese with “NRFU” print. Koreans and Japanese were more than two times more likely to say the execution was not relatable (50% of Koreans and 47% of Japanese disagree that the execution was talking to them). Nearly two-thirds (62%) of Japanese disagreed that the execution made them feel good about the Census. (Most other sub-segments were in the teens and twenties on this measure.)



Most participants felt the “NRFU” print execution provided positive reinforcement, while some felt the message was overly aggressive. (continued)

- The execution was able motivate participants to mail back the form to avoid an unwanted home visit.

“I will be even more scared. Is my information safe? And now there’s a person coming to my house, and he wants my information. He knows where I live now.” — Filipino

“If a guy came like that, I would not open the door. I’d call ... I can’t trust him. I might even call the cops on this guy. Kind of scary.” — Japanese

“I wouldn’t like a guy to come to my house. I wouldn’t even open the door.” — Non-First Generation Asian

- Some participants expressed concern that the Census taker might be a con artist or thief.

“It seems like it’s forcibly going to investigate you. And you can’t trust someone just because they have this cheap-looking badge. So it’s kind of dangerous if people might fake that, and come to your house. And come inside.” — Japanese

“Some people, they disguise themselves as a certain agent, or a government official.” — Korean

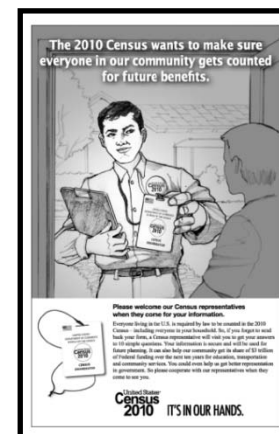
“I would like for the badge to have a picture, a picture of the person coming to the door, because they will not have fear, so that they cannot fake it, like here, like my work badge.” — Cambodian

“If this person is real, it doesn’t matter. As long as there’s no people trying to misidentify themselves.” — Mandarin

- Others felt the home visit was not an imposition, and more of a help — that the enumerator would help fill out the form.

“I don’t think it’s pushy. Because it’s more convenient for me. Someone’s helping me to do it.” — Cantonese

- The execution also demonstrated the importance of ensuring that everyone was counted.
- Some participants felt that details about visitors, tourists, students or illegal immigrants was missing.
- Some, especially Non-First Generation Asians, thought the message about the “law requirement” seemed to be overly aggressive and the home visit was somewhat of an “invasion of privacy.”



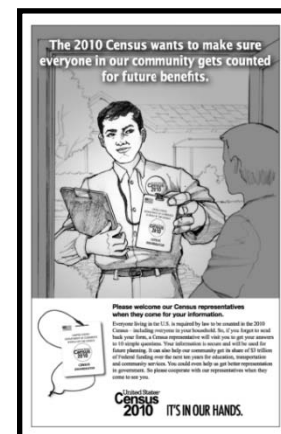
Diagnostic measures for “NRFU” print were as follows:

Diagnostic Measures for “NRFU” Print | n=355 All Sub-Segments



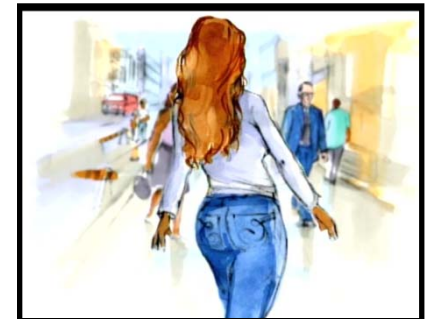
The following implications and recommendations should be considered for the “NRFU” print execution.

- The execution effectively communicated that filling out the Census form is mandatory. Those who complained that the language was too strong suggested they will fill out and mail in the form anyway. Those who did not complain suggest they will fill out the form and mail it in after reading this execution (if they haven't already) — both, desired outcomes.
- Presuming that this execution will be launched well after the more positive introductory executions are released, no changes to this execution are recommended for the Asian audience.



The “Beyonce” spot did not appear to resonate with the Non-First Generation Asian segment.

- Reviews of “Beyonce” were moderately positive, with participants understanding that the pop singer wanted them to fill out the Census form.
 - A majority of participants found the execution clear (68%), appealing (68%), attention-getting (77%), relevant (77%), and credible (68%). Nearly three-quarters said the execution would make them want to encourage others to participate (71%).
 - Just half felt the execution was talking to them (50%).
 - Just under two-thirds said the execution told them something new about the Census (64%).
- The spot was tested in Los Angeles only. It was removed from the rotation for the NYC session.
- In Los Angeles, “Beyonce” did not receive qualitative discussion because of time constraints.



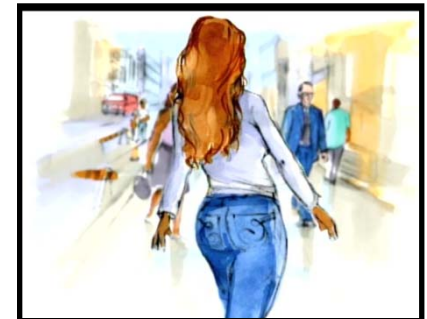
Diagnostic measures for “Beyonce” TV were as follows:

Diagnostic Measures for “Beyonce” TV | n=22 Non-First Generation



The following implications and recommendations should be considered for “Beyonce.”

- “Beyonce” roundly missed the mark with many Non-First Generation Asians.
 - Since the spot was backed out of the rotation after Los Angeles, this report will limit its recommendations to re-emphasizing that fully half of participants said the execution was not talking to them. Reassess the value of this execution to the Asian sub-segment.



The “Frozen” TV spot tested well with its clear “cause-effect” message among the Non-First Generation Asian audience.

- Reviews of “Frozen” were positive, with participants understanding that the Census depended upon them.
 - Most participants found the execution clear (84%), appealing (78%), attention-getting (91%), relevant (87%), and credible (74%). Nearly three-quarters said the execution would make them want to encourage others to participate (71%).
 - Three-quarters felt the execution was talking to them (75%).
 - Just under half said the execution told them something new about the Census (48%)
- This execution demonstrated the importance of everyone’s participation in the Census in what participants felt was a creative and eye-catching manner.

“You have to do something to get a reaction, so that was good.” — Non-First Generation Asian

- Most Non-First Generation Asians thought the message that “the community would not move forward unless all of us participate in the Census” was positive and motivational.

“You can’t move forward until your Census forms are filled. It gave me that, and so that’s why it’s very important, the Census.” — Non-First Generation Asian

“You’re doing something for the community. If you’re not putting in, there’s nothing going to move.” — Non-First Generation Asian

- The execution generated a sense of unity and togetherness — no matter what one’s age, race or occupation was, everyone would be playing an important role in improving the community, now and in the future.

*“One person is not going to complete your whole building. Everybody has to contribute and do it. And I really like the time stopping, because me not doing something, it shows my effect on it.”
— Non-First Generation Asian*

- A few viewers complained that the execution seemed slow and thus boring.

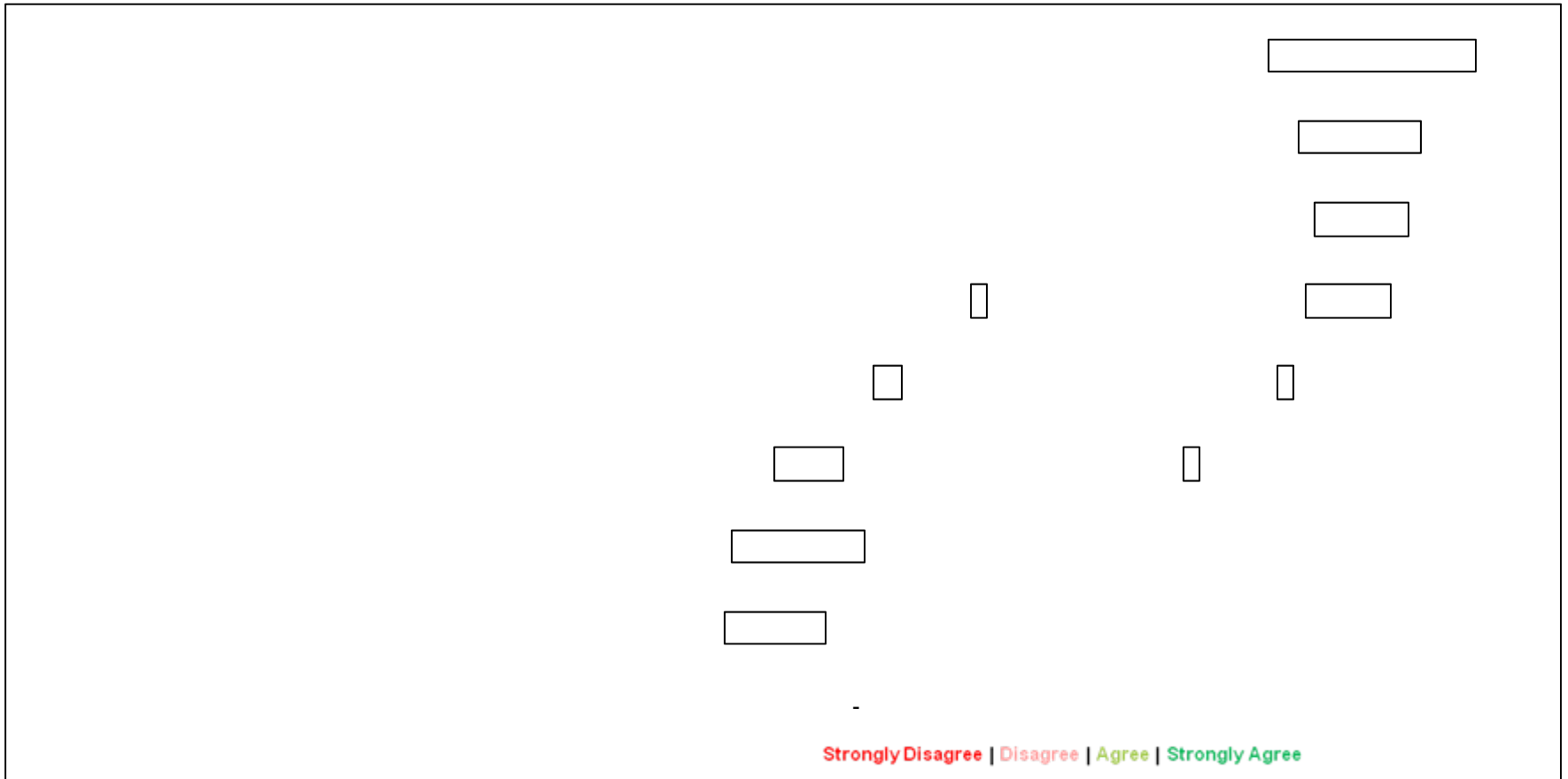
“Just, it’s slow and kind of blah.” — Non-First Generation Asian

- Wealthier viewers found the execution particularly credible (93% of those with incomes of more than \$100,000 found the execution credible versus 61% of those with incomes less than \$100,000).



Diagnostic measures for “Frozen” TV were as follows:

Diagnostic Measures for “Frozen” TV | n=45 Non-First Generation



The following implications and recommendations should be considered for “Frozen.”

- The spot worked well with this audience. The following potential modifications could make the spot even stronger:
 - The pacing of the animatic seemed cumbersome to some viewers. While this will likely be resolved when the execution is put into production, pacing should be considered as development of this execution moves forward.
 - More than half of viewers felt the execution did not provide new information. Consider script revisions to provide new information that viewers want to see in the execution.



The “Hero” spot caught Non-First Generation participants’ attention because of its emphasis on education.

- Reviews of “Hero” were positive, with participants understanding that the Census would benefit children and education.
 - A majority of participants found the execution clear (87%), appealing (73%), attention-getting (58%), relevant (66%), and credible (78%). Just over half said the execution would make them want to encourage others to participate (55%).
 - Just under half felt the execution was talking to them (47%).
 - Just over one-third said the execution told them something new about the Census (38%).
- “Hero” was viewed by Non-First Generation Asians in Los Angeles and New York, but received qualitative discussion in the New York session only because of time constraints.
- For many, this execution attracted attention because of the picturesque visuals.

“With the little girl, and the old man. Where she looks at it, the sunshine, the beautiful nature, and that refreshing feeling to the ad.” — Non-First Generation Asian

- Non-First Generation Asian participants, especially those who were parents, found the message “participation in the Census would help improve the education system” attractive.
- A few thought this spot lacked a personal touch because it was a story highlighting Hispanics and not Asians.

“I was just thinking, like that one with the old man, he looked like a migrant worker. Maybe I’m being too presumptuous and stereotyping, because he drove that pickup truck, but I assumed he was a migrant worker from the commercial.” — Non-First Generation Asian



Diagnostic measures for “Hero” TV were as follows:

Diagnostic Measures for “Hero” TV | n=45 Non-First Generation



The following implications and recommendations should be considered for “Hero.”

- A large proportion of those who viewed this execution suggested that it failed to connect on key measures, but similar to “Community,” there were no evident negatives to preclude running this spot with English-speaking Asian audiences.
 - Nearly 42% said it failed to capture their attention. Consider revisions to make the execution more engaging.
 - Nearly 45% said the execution would not make them want to encourage others to participate, just over one-third (34%) said the execution had nothing to do with them or their needs and more than half (53%) indicated that the ad was not talking to them. Consider revisions to make the execution more relevant to the Asian audience.
 - Well over half (62%) said the execution did not provide any new information. Consider revisions to make the execution more informative.



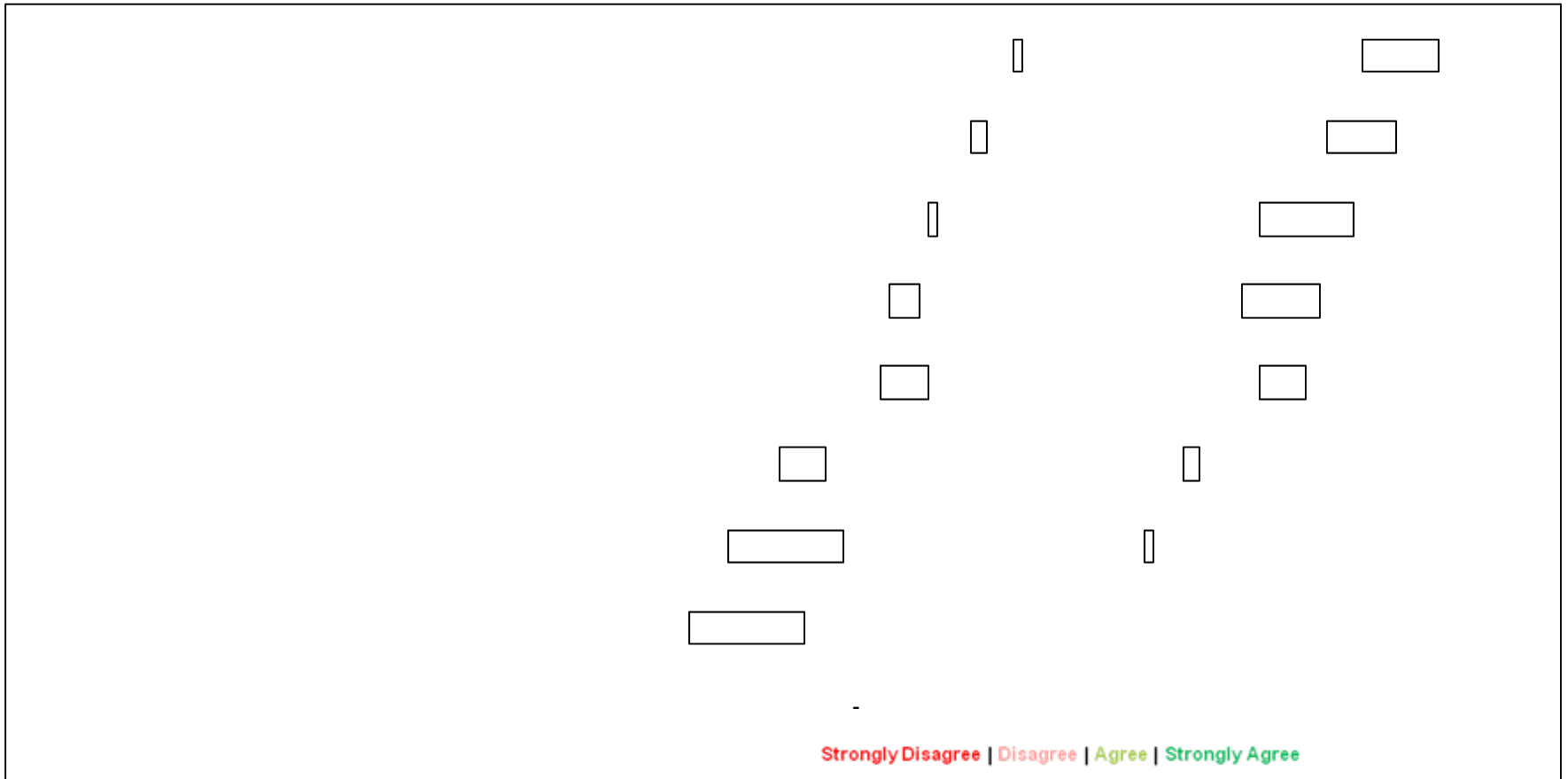
The “Community” TV spot was perceived as simple and clear, according to most Non-First Generation Asians.

- Reviews of “Community” were positive, with participants understanding that the Census would benefit their community.
 - Most of the participants found the execution clear (93%), appealing (82%), attention-getting (62%), relevant (74%), and credible (85%). Just under a three-quarters said the execution would make them want to encourage others to participate (72%).
 - Only about half felt the execution was talking to them (54%) or told them something new about the Census (51%).
- There was almost no qualitative discussion of “Community” due to time constraints.
- This spot is not to be confused with “My Community,” which was also exposed to this audience in print.



Diagnostic measures for “Community” TV were as follows:

Diagnostic Measures for “Community” TV | n=45 Non-First Generation



The following implications and recommendations should be considered for “Community.”

- Non-First Generation Asians did not appear to embrace “Community,” but they did not entirely reject it either. Their reactions were subdued and/or neutral. While the target of this spot was the “Diverse Mass” audience, Asians should be fine with it, as well. Regardless, the following suggestions may make the execution stronger for Asian viewers:
 - Capturing attention. Nearly 4 in 10 (38%) said it failed to capture their attention. Consider revisions to make the execution more engaging.
 - Nearly half (47%) indicated that the execution was not talking to them. Consider revisions to make the execution more relevant to the Asian audience, such as including at least some Asian talent.
 - Just under half (49%) say the execution did not provide any new information. Consider revisions to make the execution more informative.



The “Frank” TV spot was perceived as a fun and impactful concept by Non-First Generation Asians.

- Reviews of “Frank” were quite positive, with participants finding the execution funny, energetic and attention-getting.
 - Nearly all participants found the execution clear (98%), appealing (91%), attention-getting (89%), relevant (89%), and credible (78%). Nearly 9 in 10 said the execution would make them want to encourage others to participate (87%).
 - Three-quarters felt the execution was talking to them (75%).
 - Two-thirds said the execution told them something new about the Census (67%).
- The message that the Census helps everyone in the community was loud and clear.

“Filling out the Census affects everything in your community. That’s what I think this one did really well.” — Non-First Generation Asian

“I liked it because it kept my attention all the way through.” — Non-First Generation Asian

- The message that the process was uncomplicated —“10 minutes for 10 simple questions” — was perceived as new and motivational.

“Something easy. It’s simple. You can do it in your pajamas.” — Non-First Generation Asian

“He said it only takes 10 minutes and it’s fast.” — Non-First Generation Asian

- A few participants felt the tone of the execution went a bit overboard and focused too much on Frank himself rather than the benefits for the whole community.

*“I think at the very end, they kind of went over the top. Like, the cheerleaders ...”
— Non-First Generation Asian*

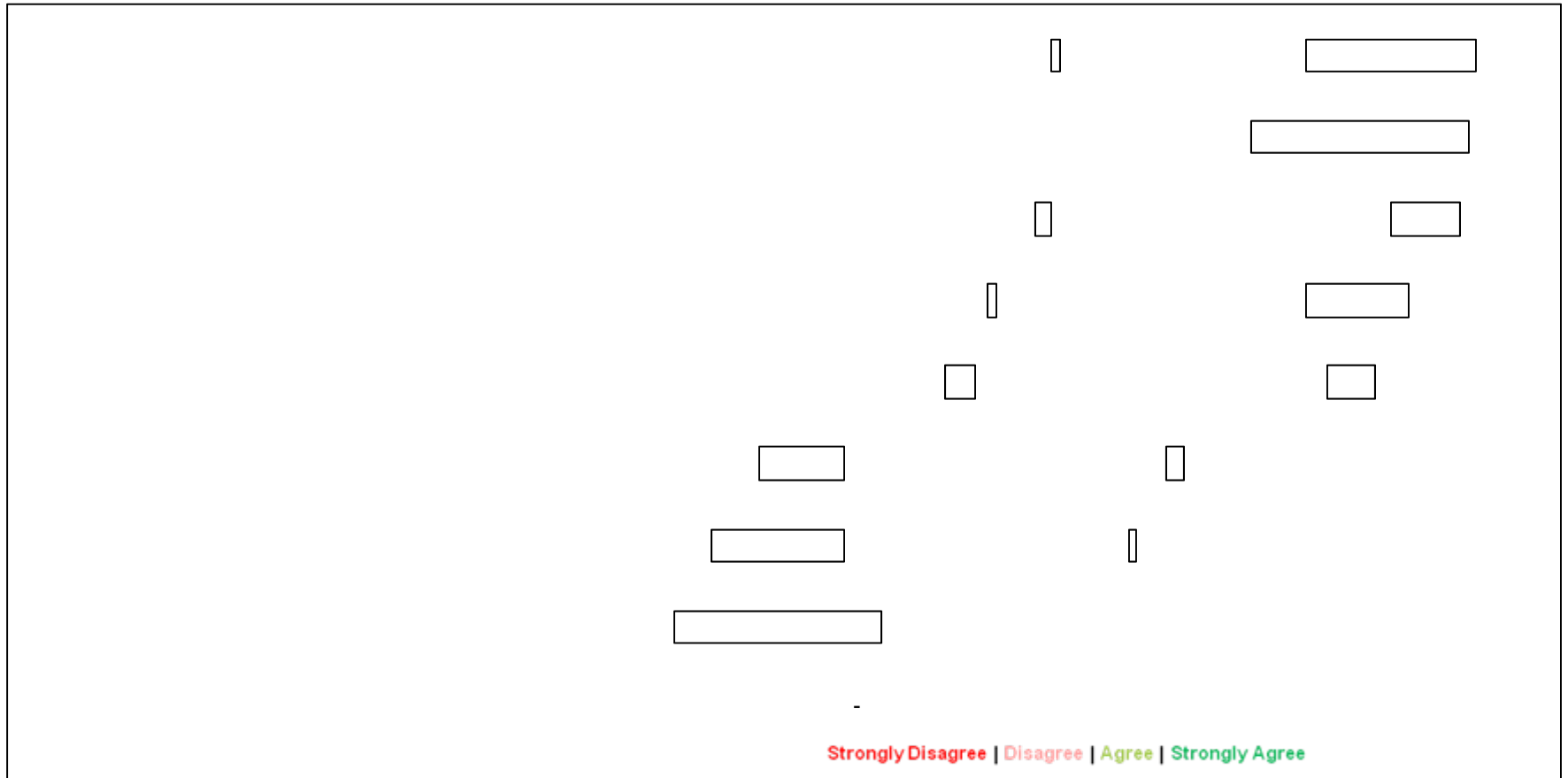
- A few participants commented that the execution did not appear to feature Asian characters.
- Some participants were put off by the “mullet” reference.

“He didn’t need the word mullet. He should just say, a foreign exchange student. With a mullet, it’s kind of ... you know ... stupid.” — Non-First Generation Asian



Diagnostic measures for “Frank” TV were as follows:

Diagnostic Measures for “Frank” TV | n=45 Non-First Generation



The following implications and recommendations should be considered for “Frank.”

- The spot works quite well with this audience, however some minor changes may help make it even stronger:
 - This audience suggested they would prefer to see Asian faces in the execution. Consider showcasing Asian talent in the forefront, not just in the crowd.
 - What makes the mullet reference funny to some is that mullets are the target of ridicule (still), and the mullet reference is potentially insulting to some Asians, many of whom were exchange students themselves. Consider replacing this potentially exclusionary description of the foreign student with one less likely to evoke an unwanted negative reaction from Asian viewers.



“It’s For You” NRFU TV generated mixed feelings among Non-First Generation Asian participants.

- Reviews of “It’s For You” were only moderately positive, with participants understanding that a Census-taker would arrive at their home.
 - A majority of participants found the execution clear (87%), appealing (74%), attention-getting (61%), relevant (66%), and credible (83%). Just under two-thirds said the execution would make them want to encourage others to participate (61%).
 - Only about half felt the execution was talking to them (52%).
 - Just over one-third said the execution told them something new about the Census (39%).
- This execution was tested in New York only. (Please note the small sample size.)
- Some participants thought the execution messages reinforced that everyone needed to fill out the Census form and mail it back before a Census taker paid you a home visit.

“Another thing is I would fill it out just to avoid having somebody come to my door. And then, like, it’s supposed to be somebody from my community, but that doesn’t necessarily, to me, mean trustworthy.” — Non-First Generation Asian

- Some appreciated how the Census would send out enumerators to households in an effort to ensure everyone got counted. It also demonstrated the importance of everyone’s participation in the Census.
- However, the execution’s focus on the elderly, disabled, and very young (rather than on Asians), failed to resonate with a few participants in the audience.

“To me, it seems like it’s only talking about those in dire need, like, handicaps, or the elderly, or only the toddlers. What about me?” — Non-First Generation Asian

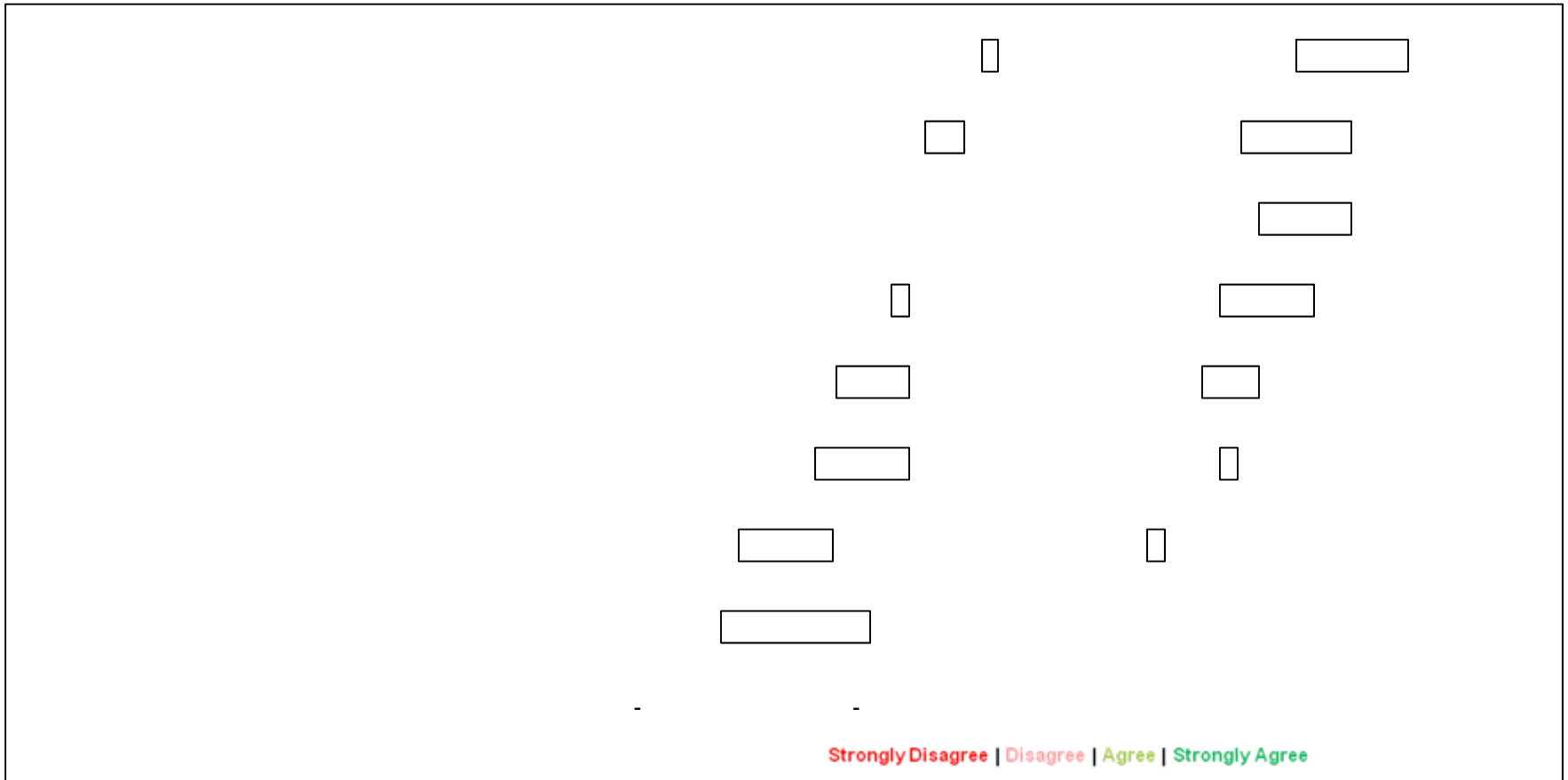
- Some participants felt the portrayal of home visits from the Census takers was as overly aggressive and forceful.

“But I wouldn’t say it’s a positive reinforcement. It’s more of a negative reinforcement.” — Non-First Generation Asian



Diagnostic measures for “It’s For You” TV were as follows:

Diagnostic Measures for “It’s For You” TV | n=23 Non-First Generation



The following implications and recommendations should be considered for the “It’s For You” TV spot.

- While sequencing of this execution may have impacted how it was received (it is designed to run after two positively toned introductory waves), a large proportion of those who viewed this execution suggested that it failed to connect on key measures.
 - Nearly 40% said it failed to capture their attention. You might consider revisions to make the execution more engaging.
 - Nearly 40% said the execution would not make them want to encourage others to participate, just over one-third say the execution had nothing to do with them, and almost half indicated that the execution was not talking to them. Consider revisions to make the execution more relevant to the Asian audience, such as including Asian talent.
 - Well over half (60%) said the execution did not provide any new information. Consider revisions to make the execution more informative.



Reactions toward the “Do Anything” print execution were generally positive among Non-First Generation Asians.

- Reviews of “Do Anything” print suggest many participants don’t feel the execution was talking to them.
 - A majority of participants found the execution clear (91%), appealing (73%), attention-getting (77%), relevant (77%) and credible (73%). Just under two-thirds said the execution would make them want to encourage others to participate (64%).
 - Just under two-thirds felt the execution was talking to them (64%).
 - Just over half said the execution told them something new about the Census (59%) .
- Note: This execution was only tested among Non-First Generation Asians in Los Angeles and was removed from the research rotation in New York. This execution did not received qualitative discussion because of time constraints.



Diagnostic measures for “Do Anything” print were as follows:

Diagnostic Measures for “Do Anything” Print | n=22 Non-First Generation



Many felt the “Empowerment” print execution expressed a sense of unity and togetherness among Non-First Generation Asians and Cambodians.

- Reviews of “Empowerment” Print were positive, with participants understanding that participation in the Census would bring people together in the community.
 - A majority of participants found the execution clear (89%), appealing (78%), attention-getting (62%), relevant (82%) and credible (71%). Just under two-thirds said the execution would make them want to encourage others to participate (66%).
 - Just under half felt the execution was talking to them (60%).
 - Just over one-third said the execution told them something new about the Census (60%).
- Note: Non-First Generation Asians recorded their impressions of the execution with electronic data collection. Cambodians discussed the execution qualitatively only.
- The copy and visual complemented one other well and brought about a sense of unity and togetherness.
- The execution emphasized the importance of each individual’s participation in the Census which would help improve the overall community.

“If everybody participates together, it’s a better voice, it’s a louder voice than individuals.” — Non-First Generation Asian

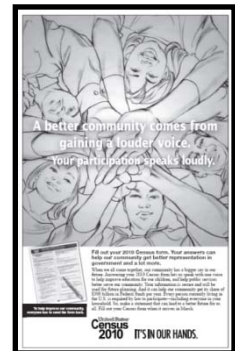
- The execution also provided a strong sense of motivation for everyone to come together and let their voices be heard and to enable federal funding to be distributed to each community accordingly.

“It kind of makes you feel like you’re responsible for your own community.” — Non-First Generation Asian

“My idea is, it’s unity, because when you are united, you’re gonna make things better.” — Cambodian

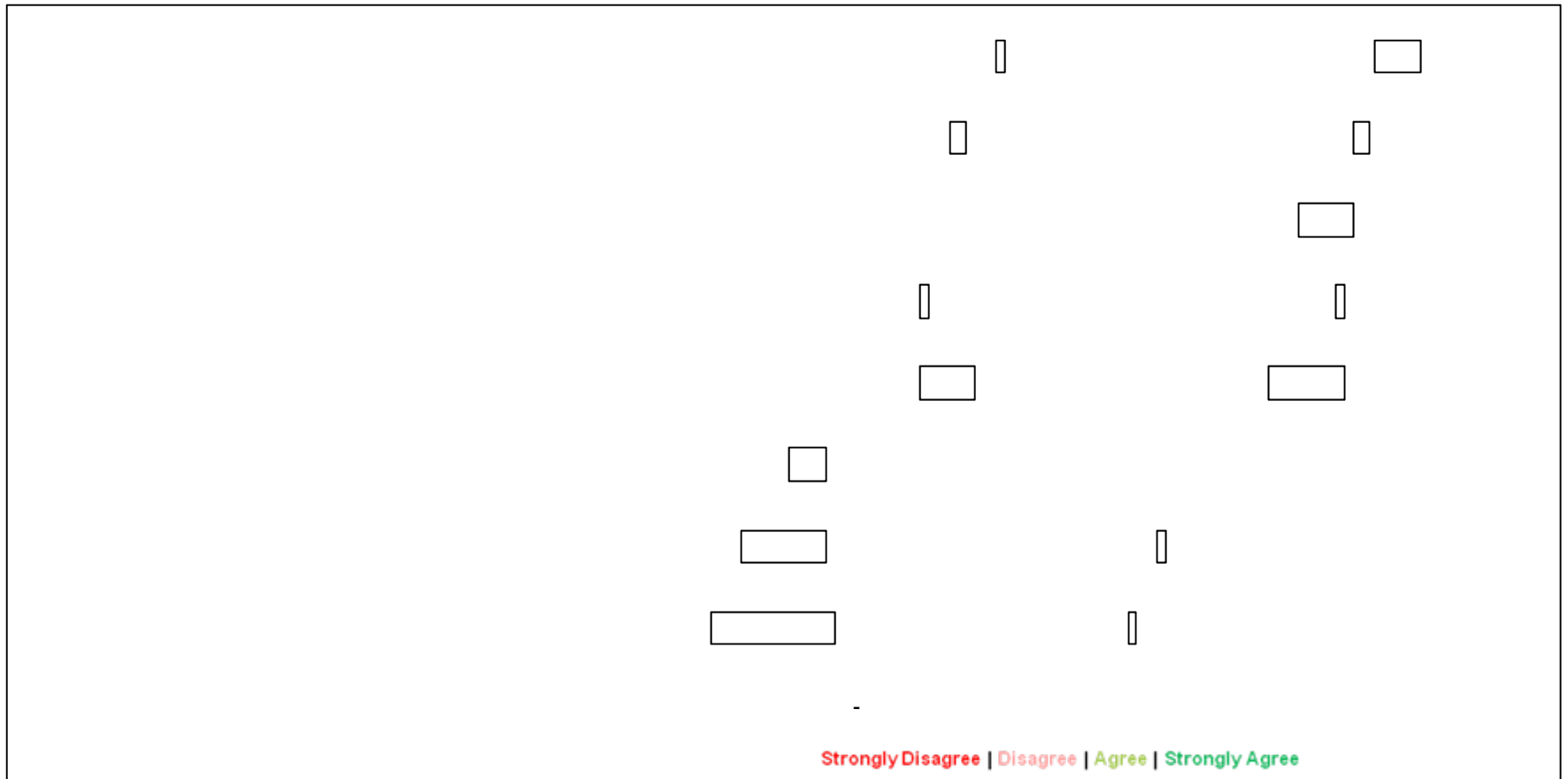
- A few Cambodian participants felt that the visual of showing a group of people upside down was confusing.

“I have a headache when I look at it. Because I guess it makes me dizzy. Because the picture has so many hands all over, upside down, everything.” — Cambodian



Diagnostic measures for “Empowerment” print were as follows:

Diagnostic Measures for “Empowerment” Print | n=45 Non-First Generation



The following implications and recommendations should be considered for the “Empowerment” print execution.

- While the execution was effective, it could be improved in four key areas:
 - Just over one-third of participants suggested that execution would not make them want to encourage others to fill in the Census form (34%). Consider copy or creative changes to reinforce that sharing the importance of the Census with one’s family and friends is desirable.
 - More than one-third of participants (38%) said the execution did not capture their attention. Consider creative changes to make the execution stand out more.
 - Four in 10 participants suggested the execution was not speaking to them (40%). Consider creative or copy changes that will make the execution more relevant to readers.
 - Four in 10 participants indicated the execution did not provide new information about the Census. Consider copy changes or creative changes to provide the additional information readers are expecting.



“My Community” successfully conveyed the simplicity of filling out the Census form to Non-First Generation Asians and Cambodians.

- Reviews of “My Community” print were positive, with participants understanding that even very busy people can take 10 minutes to fill out the Census form.
 - Most of participants found the execution clear (93%), appealing (78%), attention-getting (80%), relevant (80%) and credible (87%). Just over two-thirds said the execution would make them want to encourage others to participate (69%).
 - Just under three-quarters felt the execution was talking to them (72%).
 - Just under half said the execution told them something new about the Census (49%).
- Note: Non-First Generation Asians recorded their impressions of the execution with electronic data collection. Cambodians discussed the execution qualitatively only. Because of time constraints, this execution was not discussed qualitatively in the Non-First Generation Asian sessions.
- The message “it is simple and fast to fill out the Census form” was clear.
- Many were impressed by the short time needed to fill out the Census form — “only 10 minutes for 10 simple questions,” even for very busy people.

“Because it goes to the meaning of that everybody has a job in United States, and you could still take 10 minutes.” — Cambodian

“No matter how tired and exhausted she is, she’s willing to struggle to make her community better.” — Cambodian

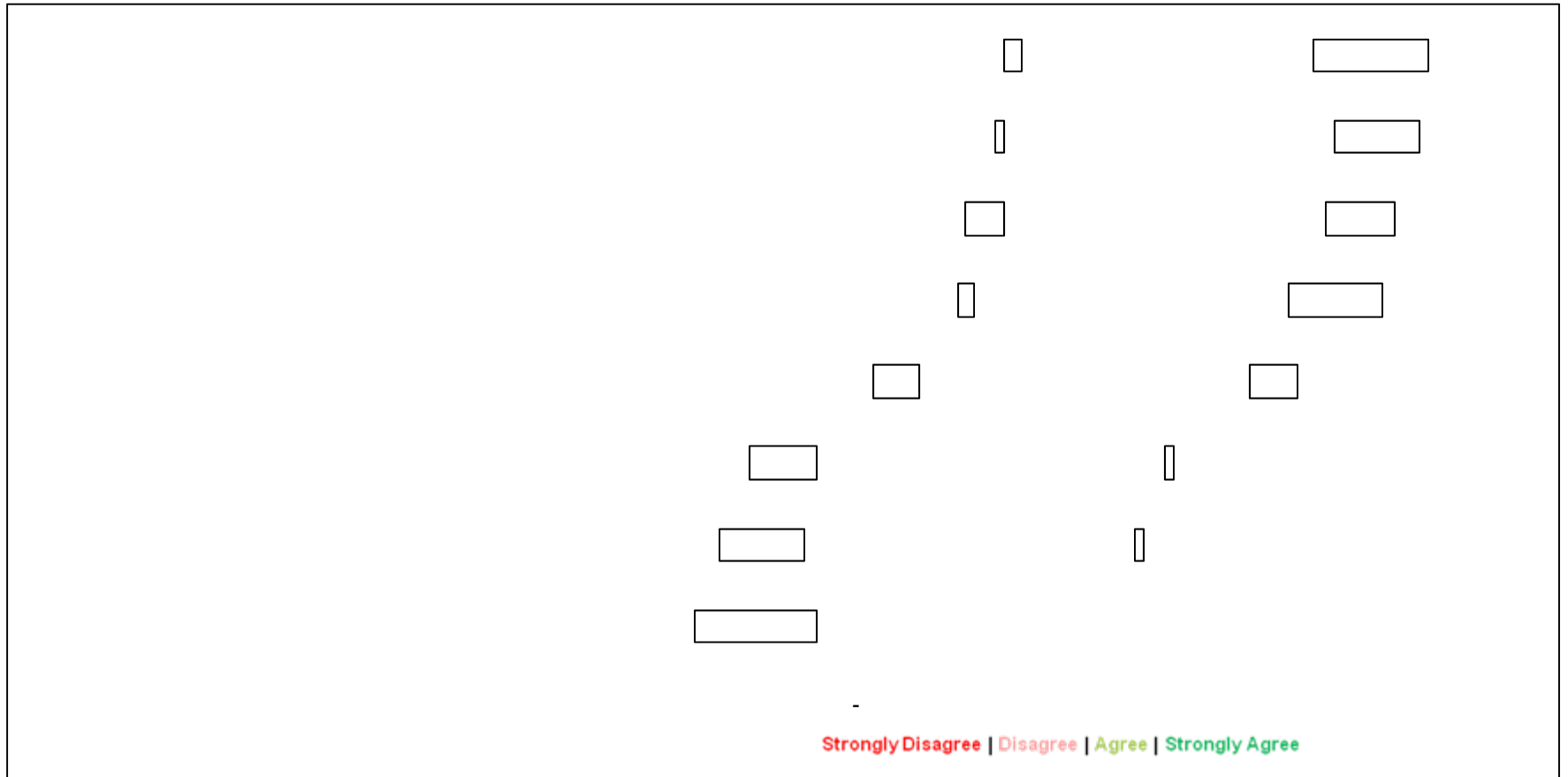
- This print execution seemed to resonate particularly well with mothers.
- Some Cambodians felt the execution depicts a depressing scenario, especially the visual.

“Because she’s willing to sacrifice everything, just, it seems so sad. And the picture looks sad.” — Cambodian



Diagnostic measures for “My Community” Print were as follows:

Diagnostic Measures for “My Community” Print | n=45 Non-First Generation



The following implications and recommendations should be considered for the “My Community” print execution.

- This execution did particularly well with women. Consider placement strategies that will maximize the number of women who are exposed to this execution.



While Non-First Generation Asians reviewed the “Doing Our Best” print execution positively, Cambodian participants had difficulty understanding the visual.

- Reviews of “Doing Our Best” print were positive, with participants understanding that people from a variety of different backgrounds benefit from the Census.
 - Most participants found the execution clear (84%), appealing (78%), attention-getting (76%), relevant (85%) and credible (80%). Just under three-quarters said the execution would make them want to encourage others to participate (73%).
 - Just over two-thirds felt the execution was talking to them (67%).
 - Just under half said the execution told them something new about the Census (47%).
- Note: Non-First Generation Asians recorded their impressions of the execution with electronic data collection. Cambodians discussed the execution qualitatively only.
- Non-First Generation Asians were able to grasp two key messages from this print execution: (1) It’s very simple and not time-consuming to fill out the Census form; (2) Individuals from all backgrounds should participate in the Census.

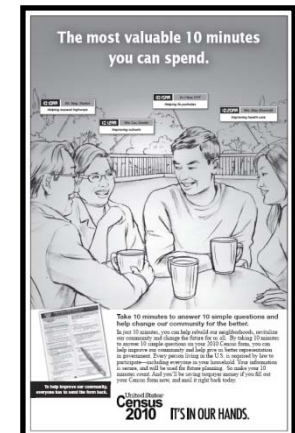
“Ten minutes, 10 questions. And you’re done.” — Non-First Generation Asian

“People) think maybe it’s a long process, but this is very informative, and letting us know that it’s really that simple. It’s really in 10 minutes for 10 questions.” — Non-First Generation Asian

- Some participants had difficulty understanding the meaning of the time-stamped balloons over the characters’ heads.

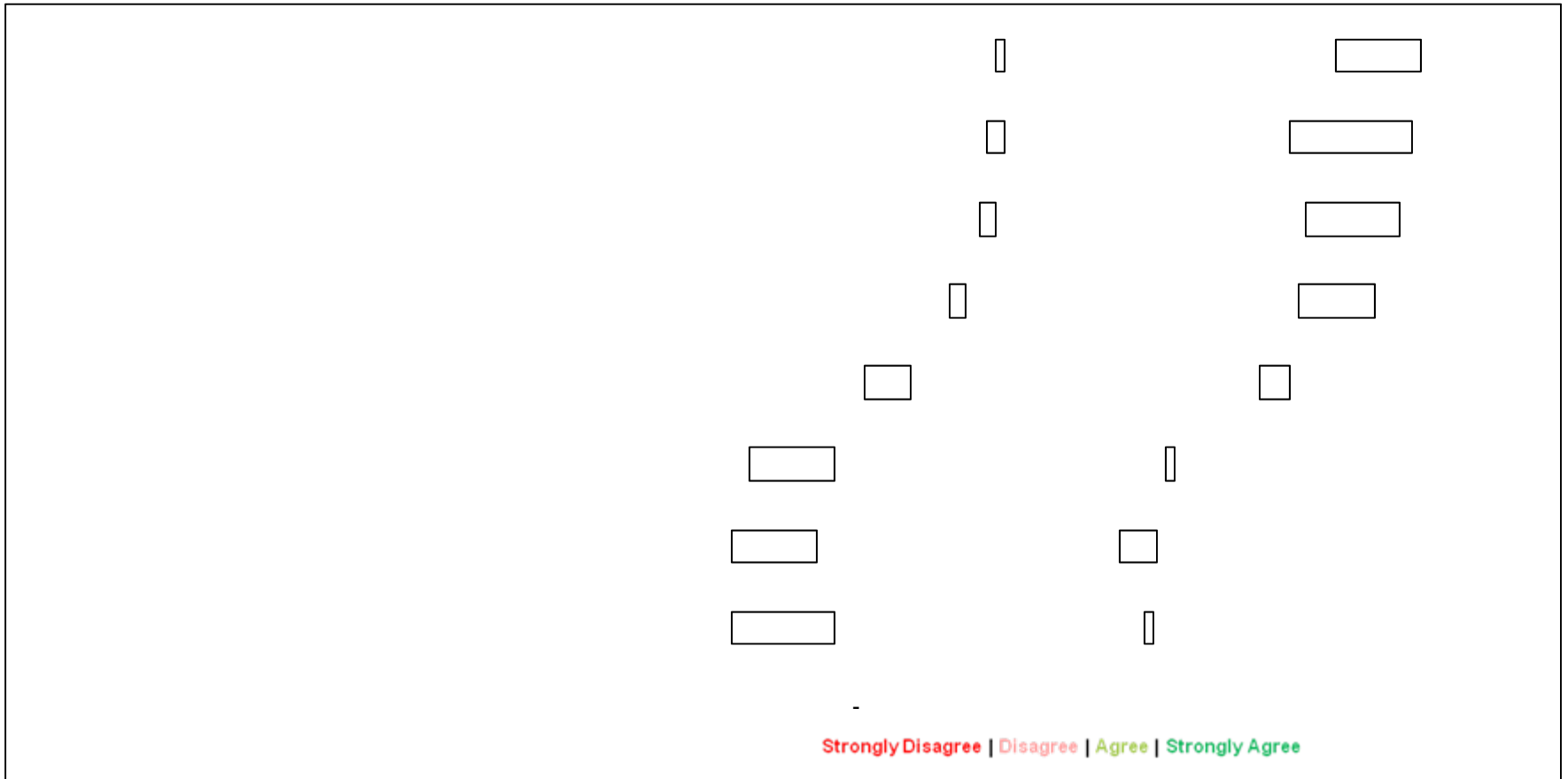
“And it’s like 10:10 a.m., 10:12 a.m. ... I don’t understand what the time means. I mean, if you go from 10:10 to 10:20, that’s 10 minutes, but they’re all thinking at a different time? I don’t know. The time ... the typing is ... I know it’s a little thing, but I’m just confused by all that.” — Non-First Generation Asian

“It’s within that brief moment (in the balloon) that they’re discussing about the Census. So they’re discussing about how can we do to make it better, so they’re using the Census as a mean to make it better.” — Cambodian



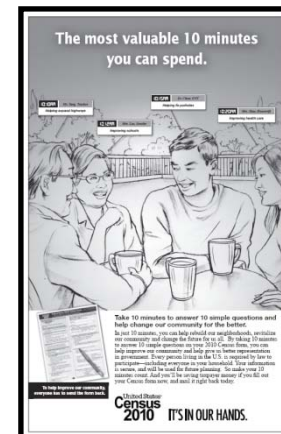
Diagnostic measures for “Doing Our Best” print were as follows:

Diagnostic Measures for “Doing Our Best” Print | n=45 Non-First Generation



The following implications and recommendations should be considered for the “Doing Our Best” print execution.

- The execution was strong with both audiences but could be improved with some minor creative modifications:
 - The balloons with the digital time are confusing to several readers. Consider an alternate treatment that readers are able to more easily comprehend.
 - More than half of participants felt the execution did not tell them something new about the Census. Consider copy changes or creative changes to provide the additional information readers are expecting.



The “Bringing Benefits” print execution was well liked among Cambodian participants.

- Participants thought the message that “people of all backgrounds needed to participate in the Census” was clearly expressed by simply looking at the visual and the headline.
- The copy also addressed the importance of participation in the Census and the kind of difference every individual could bring to the Cambodian community.

“All should participate.” — Cambodian

- The message was very positive, personal and persuasive. It also brought a sense of unity to this sub-segment and encouraged participants to ensure that their voices could be heard.
- Some participants suggested that older Cambodians be included in the visuals, as well.

“But for real, for the real one, I would like for it to have some older people, not just too young. But if you ask right now, the picture looks kind of very young.” — Cambodian



The following implications and recommendations should be considered for the “Bringing Benefits” print execution.

- The execution communicated the desired messages as crafted, however, including older Cambodians in the image might increase overall appeal and relevance to older readers.



The “Everyone Needs To Be Counted” print execution resonated well with Cambodian participants.

- The visual portrayed the highly desirable “American dream” — a happy family gathering together — for Cambodian immigrants (most of them came to the U.S. as refugees).

“The family. It looks like they’re happy. And they want to spread out the word about the Census.” — Cambodian

- Readers understood that in order to receive government funding, every individual should participate in the Census, fill out the form and ensure the Cambodian community would reap the benefits.

“I like that the family helps the government, to help the community, to help a family, to help school. I like that.” — Cambodian

- Both the copy and the visual of this print execution seemed to work well together.



The following implications and recommendations should be considered for the “Everyone Needs To Be Counted” print execution.

- This execution communicated the desired messages as crafted — no modifications are recommended.



This additional Cambodian version of the “NRFU” print execution (3B) featured a Census taker whose “bow” greeting made him seem particularly friendly and trustworthy.

- The idea of employing a friendly Cambodian Census taker earned the trust of participants immediately; they responded positively and welcomed the possibility of a home visit.

“So he’s going to make most of his time, no matter who walk across his path. And he says excuse me, young lady, have you done your Census yet?” — Cambodian

- The execution received positive reviews for showing the badge on the taker, which added an extra sense of trust and security.
- Version 3B highlighted a friendly Cambodian Census taker in an immediately recognizable “bow” greeting.

“He’s putting his head down with humble respect. So he has to be Cambodian, because that’s the only way, and the representatives is Cambodian, because he knows the Cambodian traditional gesture of respect.” — Cambodian

- Some suggested it would be more appropriate to feature an entire Cambodian family welcoming this Census taker as opposed to having just two women at the door.

“It looks like he’s come to flirt with the two young ladies. To be greeted by the entire family. That looks better.” — Cambodian



The following implications and recommendations should be considered for the Cambodian “NRFU” print executions.

- Consider including the entire Cambodian family in the visual, not just the two younger girls to offset any perceptions of impropriety between the young male enumerator and the young girls.



“It’s In Our Hands” and “We Can’t Move Forward” tested well in most sessions.

- The overall campaign and the tagline “It’s In Our Hands” tested well in nearly all sessions.

“It’s showing us how important it is to participate in the Census. That’s the main message. The main message is that it’s in your hands. The future is in your hands.” — Filipino

“Because you fill it out and then it brings back certain things for your community. So it’s in our hands.” — Korean

- Many participants felt that the campaign and the tagline were motivational and clearly stated that everyone’s participation in the Census would contribute to a better community for everyone.

“It’s empowering me.” — Non-First Generation Asian

- The tagline and the messages complemented one another well.
- For Cambodian participants, the existing tagline “It’s within our fists.” seemed to be somewhat forceful and evoked images of fist — fights and Communism. participants preferred the alternative tagline — “It depends on us.” The tone of the alternative tagline was friendly, personal and persuasive; it made everyone felt that the future depended on their participation in the Census.

“Please don’t put ‘in the fist,’ because it’s not good. That’s a Communist expression.” — Cambodian

- The original tagline in Japanese tested fairly well in both Los Angeles and Honolulu, except a few in Los Angeles thought it was hard to understand. Three alternative taglines were tested in Honolulu, and “Begin with us to improve the community” stood out the most.

- “We Can’t Move Forward ... ” was one of the phrases that generated the most positive reviews. It emphasized the importance of performing one’s civic duty in order to benefit every individual as well as the entire community. (Note: This tagline did not appear in all of the executions.)

Chapter Seven: Hispanic Audiences

(Central/South American, Cuban, Mexican and Puerto Rican in the U.S.)



This chapter covers the Hispanic market segments.

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

Thirteen Hispanic sessions were conducted in seven markets with a total of 252 participants. One “qualitative-only” session was conducted in Los Angeles. Otherwise, all the other sessions employed the Maya Group’s “quali/quant” methodology. Please note that research was conducted in metro, not rural areas.

#	City	# of Participants
1	Miami	17
2	Miami	24
3	Miami	24
4	Miami	26
5	Charlotte	16
6	Charlotte	25
7	NYC	15
8	Boston	11
9	Wash D.C.	18
10	Wash D.C.	21
11	Chicago	21
12	Chicago	24
13	Los Angeles (Qual-Only)	10
		252



Ethnic Background	# of Participants	% of Total
Central/South American	89	35.32%
Cuban	41	16.27%
Mexican (Qual & Quali/Quant)	96	38.10%
Puerto Rican (U.S.)	26	10.31%
	252	100%

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights the total number of Hispanic participants (n=252) representing each mindset by sub-segment.

Mindsets	Cuban	Central/South American	US Puerto Rican	Mexican
Leading Edge (15.9%)	3	25	4	8
Head Nodders (58.3%)	26	49	16	56
Insulated (9.5%)	6	6	3	9
Unacquainted (8.3%)	4	5	2	10
Cynical Fifth (7.5%)	2	3	1	13
Base: n=252	41 (16.3%)	89 (35.3%)	26 (10.3%)	96 (38.1%)

Quantitative data was segmented according to gender, age, income level, mindset and a number of other variables.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participant, feelings about the Census and likelihood to recommend participation to others

NOTE: Due to the tendency of this audience segment to use the higher end of the scales, and to react quite positively, the data in this report will be shown as top box %/top two box % (28/85%). This will help illustrate the intensity of a positive response from the sample.

Eight TV spots, 3 radio spots and 9 print concepts, from the three-tiered campaign phases Awareness (A), Motivation (M) and Non-Response Follow-Up (N), were exposed and rotated across sessions.

All of these executional concepts were in an unfinished stage of creative development. All participants referred to the executions as “ads” and answered questions about the “advertising.” However, the test material throughout this report will be referred to as “messages” or “executions.”

The executions exposed included:

#	Television	Radio	Print
1	Uncle Albert	Bachata	Art Museum
2	Foremen	Cumbia	Pablo
3	Museum Guide	Corrido	What we Need
4	Migrant Worker		Information is Confidential
5	Nurse		Felipe
6	Community		In 10 Minutes
7	Hero		Juan Daniel
8	Mural		Fish Eye
9			In Record Time

Overall reactions to the campaign are very positive with many “coming on board” once they learn more about the Census and its promised benefits.

- The executions are interesting and motivating for many in the Hispanic audience.
- The campaign creates awareness about the Census and the new information provided instills confidence which leads to their interest in participating.
- The campaign evokes “pride” and resonates with most.
- The issue of confidentiality is key and needs to be strongly addressed throughout the campaign.
- Many claim they want more detailed and accurate information about what the Census is with regard to the process and the benefits touted in the executions.
- Although the process is not specifically explained in the executions, after exposure, there remains confusion as to the exact process with many still wondering if the Census is something you mail in or if the Census taker will come to your home.
- Some participants feel the campaign is too focused on “undocumented” Latinos. Some feel that some of the executions too heavily depict rural Latinos (who are thought to be “undocumented”). When viewing these executions, some urban Latinos do not feel represented.
- Some criticize the executions for a stereotypical portrayal of the “suffering Latino” of the blue collar working class and claim they don’t see enough representation of the educated and professional Latinos.
- Many believe the executions give Latinos a “voice”; their chance to have a say in the funds for their community. This is very reinforcing as they see themselves as a growing minority.

“It makes me feel like part of this country.” Charlotte Mexican

- Most understand that participating in the Census helps their communities and their families.

“(By participating) we are building the future.” Chicago Mexican

- Among several, there exists skepticism about the realization of the benefits.

“They’ll help the suburbs but not the communities in the cities.” Charlotte Mexican

- Across the Hispanic segment overall there is a level of skepticism regarding the Census. Some wonder if the campaign is over-promising what they will see in reality? The presence of children in some of the executions shows a “future focus” which helps to make the campaign more believable.

Perceived key messages of the campaign motivate viewers to want to participate and encourage others to do the same.

- You personally can make a difference by participating in Census. If you are counted you can help your family and your community.
- Participation in the Census will improve peoples' lives, improve the future for your children, and the infrastructure of the country.
- You can help your community by participating. There are many potential beneficial results for the Hispanic community if you are counted.
- You can participate regardless of your legal status and regardless of who you are: nationality, rich or poor, educated or not, whether you speak English or not; everyone counts.
- The Census is quick and easy; ten simple question and it is available in Spanish.
- Don't be afraid; your information is safe and confidential and protected by law.

The campaign delivers new information that is meaningful and motivating.

- Although there is resounding theme that people want more detailed information about the Census, many feel they have learned a lot about it from the campaign.
- Many are surprised and pleased to learn of the positive impact the Census can have on their community.
- Many are unaware of the benefits associated with Census. They find this information to be surprising and motivating. Most agree they want to participate in order to share the money with the communities that need it.
- The fact that the Census determines the political representation of communities is also news. This knowledge is empowering.

"We will have a voice; they are taking us into account." Charlotte Mexican

- The fact that the Census forms will now be offered in Spanish is reaffirming and positive.

"They recognize Hispanics; they hear your voice in the community." Chicago Mexican

- Many are pleased to learn that the Census form is quick and easy to fill out with only ten simple questions that should only take them ten minutes.
- Key to the learning, and key to motivation is the fact that personal information will be kept confidential. There is a high level of fear among the Hispanic community and reassurance about this point will be pivotal with regard to participation. More on this later.
- Once participants become aware of the Census and acquire a fundamental understanding of how they stand to gain, many become very interested in spreading the word in order to maximize benefits to their friends, families, neighbors and communities.

Many are left with a more positive feeling about the Census than they had prior to exposure to the campaign.

- Many have a much better understanding of what the Census is and does. Many agree that the more they know, the more comfortable they become and the more willing they are to tell their families, friends and neighbors about it.

“Now I know what we’ll get out of it.” LA Mexican

- Many have a positive feeling because the government is making an effort to reach all segments of the population. This includes the Hispanic population which, by their inclusion, treats them as insiders and not “foreigners.”
- The Census is a serious matter. The subject should not be taken lightly. The Census has a huge impact on the benefits that will go to communities and to the children’s future. Humor in the campaign has to be used appropriately as to not diminish the subject at hand.
- Many are more positive and reassured that the executions can reduce the fears of participation for “undocumented” Hispanics regardless of status. Most recommend, “make it stronger, make it louder.”
- Although positive about the Census in general, some are still skeptical regarding seeing actual and measureable benefits in their communities.
- Many are willing to participate because they understand that the government needs accurate information about the Hispanic community in order to provide funds and to improve their lives.

Fear and anxiety are very salient to this audience and a major barrier to Census participation. There are many things that contribute to the fears and several suggestions on how to deal with them.

- Because so many have such little information and understanding about the Census, there is great fear of the unknown because this is a government endeavor. For this population, illegal status or undocumented status is prominent and therefore the fears of being found out and deported are real. Almost everyone “knows” someone whose status is not completely legitimate.

“We are very afraid. So many promises have been made. People feel intimidated. We want to build trust.” Charlotte Mexican
- For some, their parents did not participate in the Census and so they say they will not participate themselves. However, once that they have been “educated” about the Census and they know the benefits, much of their disinterest and reticence disappears and they are more likely to participate.

“Now I feel better. I didn’t know it was confidential.” NYC Puerto Rican
- Many are fearful because they are unable to speak/read English. With the Census being offered in Spanish this should alleviate many fears and a major barrier to participation.
- A few have fear of identity theft if they are to give out their personal information. And some have concerns (particularly Puerto Ricans) of having their past investigated (being a negligent parent; having a criminal record; etc.).
- Most do not want a stranger coming to their home. They do not believe it will be someone familiar from their neighborhood.

Possible Solutions

- In the campaign, emphasize “confidentiality by law.” Most have great faith in the laws of the U.S. and this will help minimize fear. State: “Your information is safe, secure and confidential — protected by law.”
- Adding supportive statements will also enhance the message of confidentiality. Statements like, “rest assured your information will be kept secure” and “no information will be given to third parties; nobody can use the information.”

“To say it’s confidential is not enough. It needs to say more to lift trust.” Charlotte Mexican

“... but say it more and more openly; say what law it is.” Wash DC Central/South American

“Federal law is a higher authority over the Census Bureau.” Miami Cuban
- Many suggest literally showing/saying what some of the Census questions in the campaign will also help reduce fear.
- By clarifying the process, this too will motivate participants to mail back the form to avoid an unwanted home visit.

There were some specific words or phrases that are used cross-campaign. Reactions and thoughts are:

\$3 Trillion Over Ten Years

- This amount is impressive for some and has big impact. It conveys strength and power; “it’s a lot of money.”
- However, many don’t believe it. Some feel it is probably exaggerated. For others it means nothing.

“We really have no knowledge of the dimension of these figures.” Charlotte Mexican

“Sounds like a joke.” LA Mexican

“It’s too much information.” Boston Puerto Rican

- Saying “over ten years” is too long a time frame for many. An annual sum makes more sense.

“In ten years what’s going to happen?” Miami Central/South American

- Several agree an amount in “millions or billions” is easier to understand. “\$300 billion *per year*” is more interesting.

“It’s closer; near future.” Miami Cuban

Use of the phrase “statistical purposes”

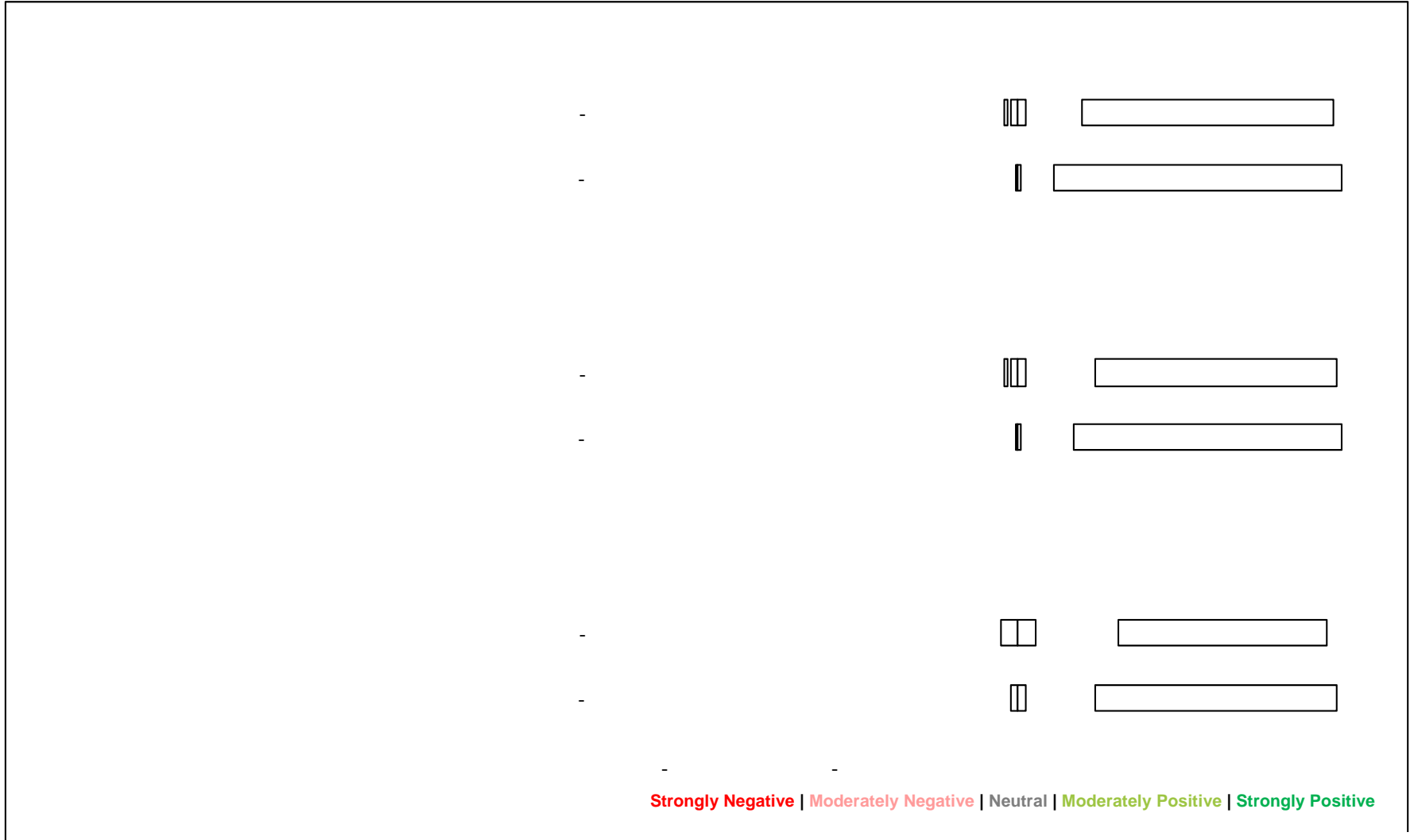
- Many simply do not know what this means. “It’s a big word.” “Sophisticated.”
- For some it evokes concern and says “anyone can interpret it any way they want.”
- For some who seem to have a better understanding of the words it means that “your privacy is protected and you will only be a number among many.”
- It will have more impact, and address a more important need, if the words “statistical purposes” are replaced by “rest assured your information will be secure.”

Likelihood to participate, likelihood to recommend participation to others and general favorability toward the Census all shifted “significantly higher” from pre to post after exposure to the campaign.

- **Likelihood to participate in the Census** was high to begin with among the Hispanic audience, with 93% of participants indicating they were probably or definitely likely to participate. This figure shifted significantly in the positive direction to 97% after exposure to the campaign.
 - 76% top box pre-measure (definitely will) versus 87% top box post-measure; a full ten percent increase.
 - Interestingly, in the pre-measure, those who were not born in the U.S. are significantly higher than those who were born in the U.S. In the post-measure, this significant difference does not exist.
- **Likelihood to recommend participating** to friends, neighbors and family members also shifted significantly to the positive after exposure to the campaign from 93% of participants before to 97% after.
 - 73% top box pre-measure (definitely will) versus 81% top box post-measure; an eight percent increase.
- **General feelings about the Census** shifted significantly in a positive direction from 88% of participants to 94%.
 - 63% top box pre-measure (highly favorable) versus 73% top box post-measure; again a ten percent increase.

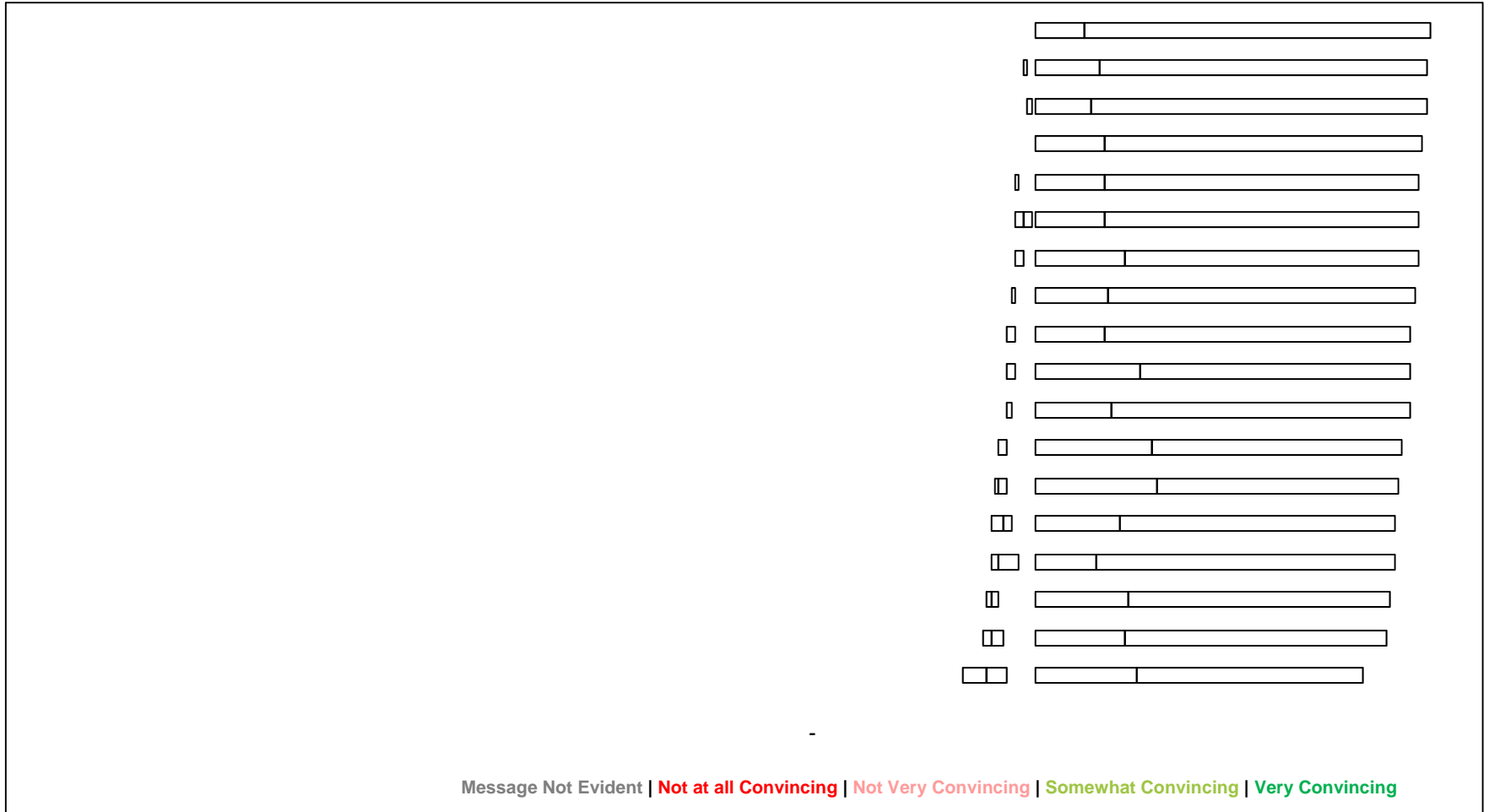
Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.

Pre- and Post-Exposure Measures of Feelings Toward Census | Hispanic n=242



After being exposed to the campaign, participants were asked to indicate how convincing they thought the campaign was on the following series of aided communication messages.

Campaign Diagnostic Measures | Hispanic n=242



This audience finds the 18 intended messages throughout the campaign to be convincing.

- Not one of these eighteen statements garners a “not convincing” response from more than 11% of the sample. This says that the vast majority (89%) find the campaign somewhat or very convincing across the key messages intended by the campaign.
- Approximately 5-11% find the following messages *not convincing* in the campaign:
 - The Census is not an invasion of privacy. (11%)
 - People’s answers can’t be used against them. (8%)
 - Census takers are trustworthy members of the community. (8%)
 - The Census Bureau can be trusted with my information. (7%)
 - My answers are safe and confidential. (5%)
- It is notable that the above statements all center around the theme of trust, privacy and confidentiality. This means that the campaign has been successful at convincing the vast majority of the sample. Strengthening this theme throughout the campaign will likely even more improve these numbers and motivate people to tell others that it is safe to participate; the benefits outweigh the fears.
- That the Census is offered in Spanish is another message to emphasize in the campaign.
 - For people who don’t speak English. (9% not convincing)

Campaign-level implications and recommendations...

- There is a need to provide more accurate information about what the Census is: process and benefits.

"They need to explain what it is so I can spread the word." LA Mexican

- There is confusion around the process. Do we mail in the form or do they come to your door? It is important and motivating to tell people that if they mail in the form, no one will come to their home. An effort should be made to clarify these phases as the campaign unfolds. There is an additional opportunity to bring in a "bridge phase" between Motivation and NRFU to further explain this phase in the process.
- As mentioned, there is a need to emphasize confidential by law; safe; secure; non-secretive; privacy; reassurance. Any efforts to state this more clearly, more strongly and in different ways, will go a long way in motivating this audience.
- Show the Census form whenever possible. It provides a sense of security and illustrates its' simplicity.

"I want to know what they are going to ask me." Wash DC Central/South American

- Include a website address and/or a toll-free telephone number where people can go for more information or help. Ideally the site/phone service would be offered in Spanish. And remind people they can request the form in Spanish.
- The \$3 trillion figure is huge and out of reach. Many prefer hearing \$300 billion each year because it seems closer and more immediate. More information about where this money comes from will also be meaningful; link it to reality.

The TV spot “UNCLE ALBERT” is well-received. As usual, the family scenario is one that most relate to and find appealing.

- The family picnic scenario is easy to relate to for everyone. Many find the story to be humorous and easy to understand. A story that shows family interaction generates high interest and involvement.

Even children can encourage participation. Miami Central/South American

- Message: it is important to participate; filling out the Census form will help others and improve life for everyone.
- Showing and hearing children emphasizes that the benefits are for the future and for the children. The execution’s focus is on the future and setting an example for the kids.

“You don’t need to be a superhero to do something good for them.” Chicago Mexican

- The execution conveys the need to participate in the Census to get improvements for the community and within families. Many appreciate seeing the uncle take action and fill out the form. Uncle Albert is a responsible person (“he’s being a hero in the eyes of a child” and he’s thinking about the child’s future. Being a hero = being someone who is responsible.

Show the Uncle and the nephew mailing the form together “sharing the responsibility” “Why send the kid by himself to the mailbox?” Chicago Mexican

- A few are missing the humor and object to Uncle Albert being portrayed as clumsy and “a dumb person because he burns hamburgers.” This seems incongruous with him being a responsible person and a hero.
- A few find the story to be unrealistic and illogical; why would the uncle have a Census form in his pocket?
- Some criticize the tone of the execution as not being serious enough (fun picnic scene).

“Census is a serious matter.” Miami Cuban

- Everyone finds the copy line, “completely safe and confidential” to be very important. The line conveys assurance and trust.
- Several agree the execution lacks information about the Census that they want, for example,
 - What is the specific process (mail-in or in person)?
 - Want to know more about confidentiality and the impact on immigration status.
- Some feel this execution is too long.



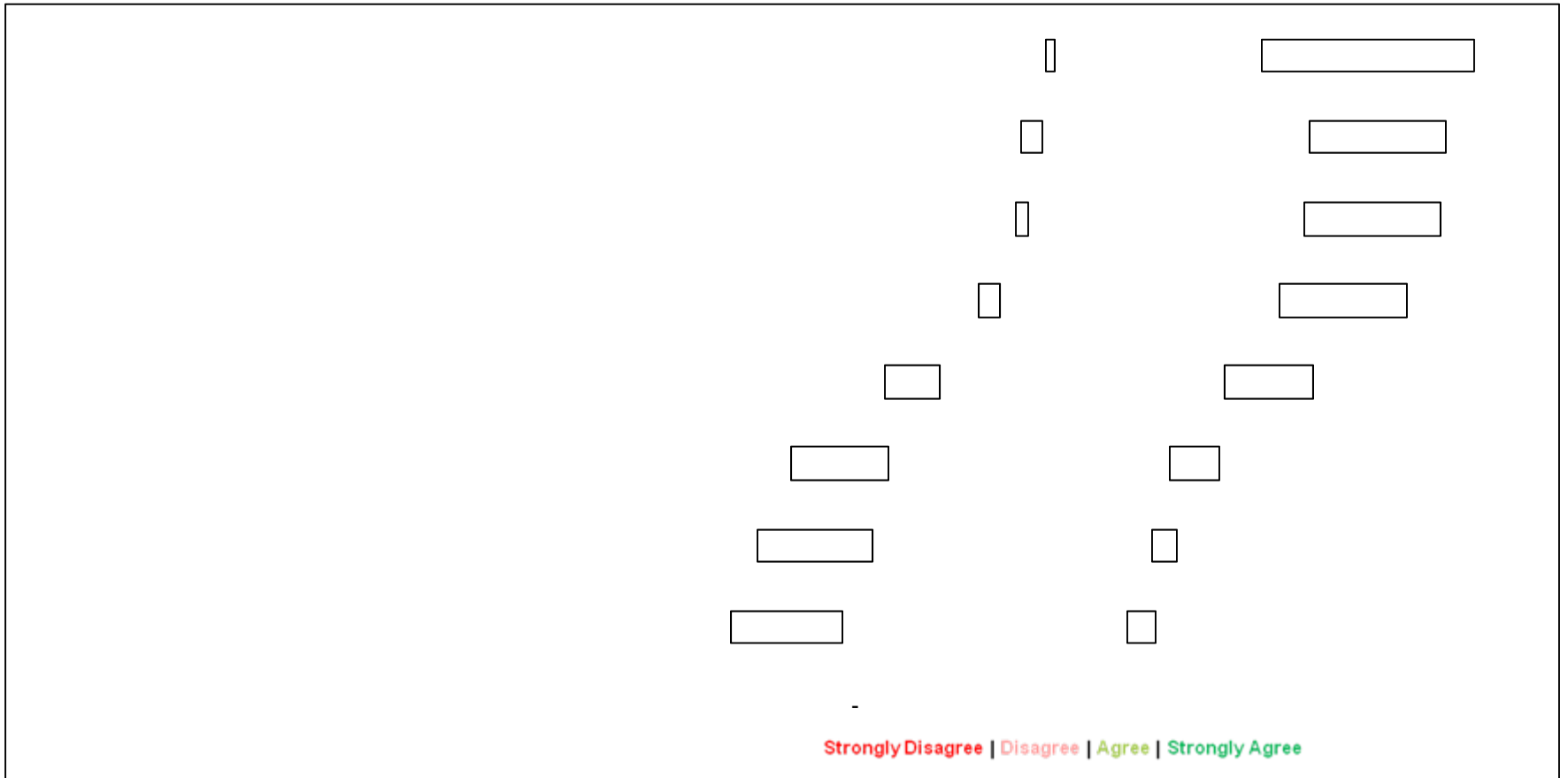
“Uncle Albert” continued...

- “Uncle Albert” **captures the attention** of most people in the sample (32/85%). The family scenario is involving.
- Three quarters of the sample (30/75%) agree the execution is **talking to them**.
- Just over half of the participants (21/52%) agree the execution is telling them **something new**.
 - Census determines benefits for community (schools; hospitals; highways); completely safe and confidential; coming in March
- Some of the people (6/22%) find something in the execution to be **confusing**.
 - Females are significantly higher than males on **confusion**. (33% vs. 11%).
- Nearly a third (12/31%) find something in the execution **hard to believe**. This may be due in part to the fun, light tone of the execution.
- Most of the sample (26/84%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is quite successful at convincing almost everyone (50/90%) that they want to **encourage others** to participate in the Census.
- And well over three quarters (32/84%) are left with a **good feeling** about the Census.



Diagnostic measures for "Uncle Albert" are as follows:

Diagnostic Measures for "Uncle Albert" | Hispanic n=111



Implications and recommendations for “Uncle Albert”...

- Emphasize confidentiality and that information is safe and secure.
- It will be important to be sensitive to how Uncle Albert is portrayed. Portraying him as “human” will work with the hero role but not over doing it by making him too silly and/or bumbling.
- The humor and lightness of the execution is appreciated by many. However there are those who think the execution should be more serious due to the subject matter. Perhaps consider having Uncle Albert become serious for a second as he addresses the Census and how important it is to participate. Then he can return to something light and humorous.
- Consider having Uncle Albert get the Census form from somewhere other than the pocket in his apron; it will be more realistic.
- Show the Census form clearly.
- Consider having the uncle and nephew mail the form together.



The “FOREMAN” TV spot tells a simple, touching, straightforward story that many relate to. The simplicity of the story conveys that participation in the Census will also be a simple process.

- The commercial is a direct and well explained storyline. It is easy to understand and not complicated.
- The story features a simple, hard working, family man. He is representative of any Hispanic man.
 - “He’s like anybody else.” Central/South American*
- Because he is a “working class” guy, many relate to him. Seeing him fill out the Census form and mail it in is motivating and makes many want to do the same.
 - “You don’t have to have an important job or belong to a certain group; you can do something for the kids.” Central/South American*
 - “We can make it better. We give a voice to our family and our neighbors.” Wash DC Central/South American*
- Message: it’s important to participate; benefits for families and schools; simplicity of the Census form; ten minutes
- Several appreciate the little girl’s narration. They say it is attention getting, “sentimental” and “charming.”
 - “What a child says always gets our attention; it will give strength to the parents.” Wash DC Central/South American*
 - “As parents we pay attention to our children’s voice.” LA Mexican*
- A few criticize the over use of “blue collar Mexican workers” and would like to see a better balance including professionals in white collar positions.
- The copy line: ‘your info will be used for statistical purposes’ is confusing for some and meaningless for others. Some feel that it means it can be used in any way.
- Many want more detailed information about the funding (how will they distribute funds; what services will they improve; etc.)
- Showing the Census form illustrates that it is not complicated.
- “\$3 trillion in funds over ten years” is too large and too far away for most.



“Foreman” continued...

- Amazingly, “Foreman” **captures the attention** of virtually everyone in the sample (52/96%). Seeing the working class father, and hearing the daughter’s voice tell the story, invites viewers in and holds their attention.
- And almost everyone (36/90%) agrees the execution is **talking to them**.
- Over two thirds of the participants (29/68%) agree the execution is telling them **something new**.
 - \$3 trillion in federal funds; ten simple questions in ten minutes; in Spanish; coming in March
- Some of the people (4/17%) find something in the execution to be **confusing**.
- Only a few (3/12%) find something in the execution **hard to believe**.
- Because there is such resonance with the story, most of the sample (29/87%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is very successful at convincing almost everyone that they want to **encourage others** to participate in the Census. In fact nearly two thirds (62%) strongly agree (top box) while 94% agree/strongly agree.
- And basically everybody (49/98%) is left with a **good feeling** about the Census.



Diagnostic measures for "Foreman" are as follows:

Diagnostic Measures for "Foreman" | Hispanic n=111



Implications and recommendations for “FOREMAN” TV...

- It would be better to say “your information will be completely secure” rather than “used for statistical purposes.”
- Showing the Census form illustrates that it is not complicated.
- “\$3 trillion in funds over ten years” is too large and too far away for most.



“MUSEUM GUIDE” TV spot receives positive reaction overall and yet some mixed reaction as well. Most notably, it conveys that the Census is for all types of people.

- This execution features a variety of common, regular people. This inclusiveness shows that the Census is for everyone, not just highly educated or wealthy people. People of all ages can contribute to the growth of the country and that unity can make a difference; there is pride in participation and “you can make a difference.” The presence of children in the execution provides positive reinforcement as to the importance of the Census and the role it can play in their future.

“No matter who you are, you count.” Chicago Mexican

“It makes you feel that you are important in the painting of America; you can make a difference.” Miami Cuban

“It invites ordinary people to help; if they can do it why can't I?” Chicago Mexican

- Message: Conveys equality among all people; “we are all the same”; it’s for everyone; impartiality; confidentiality; we all benefit
- For some viewers there is an objection to how Latinos are being portrayed in the execution. These few feel the execution is not serious, “lacks substance,” is “condescending” and “not credible.” It shows Latinos as naïve, low income, no dreams, no culture, no education. A few even feel that the execution makes fun of Latinos having them going “ooohhhh” at the art work and the Census form. These few, along with others, wish to see a more balanced view with more aspirational and professional Latinos also being shown.
- Some suggest showing statues of professional Latinos such as a doctor, a banker, or student.

“It does not capture the importance (of the Census) since this is a serious matter.” Boston Puerto Rican

- Positive copy points include, ten questions, ten minutes; completely confidential, nothing to fear

“It gives you trust when they say ‘completely confidential’.” LA Mexican

- Additionally, the print version of this execution was minimally exposed. The main point people take away is that the Census is for everyone including immigrants and non-immigrants.



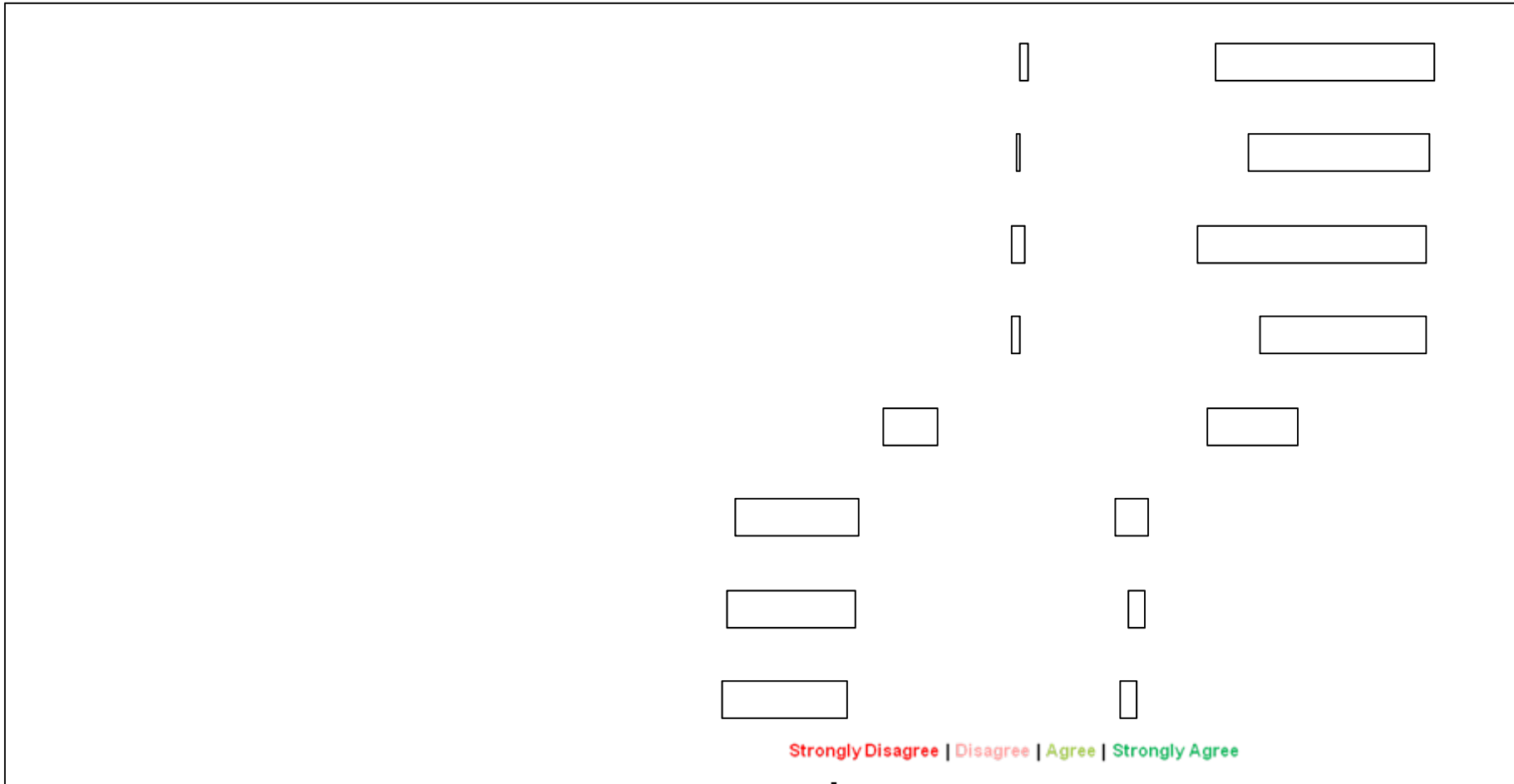
“Museum Guide” continued...

- “Museum Guide” **captures the attention** of most people in the sample (53/90%). Seeing the variety of people in interesting and engaging.
- And most (40/88%) agree the execution is **talking to them**.
- Over half of the participants (22/57%) agree the execution is telling them **something new**.
 - Ten questions in ten minutes; completely confidential
- Some of the people (4/20%) find something in the execution to be **confusing**. Some are initially confused trying to figure out why these ordinary people are being featured in the art work.
- There are some (4/18%) who find something in the execution **hard to believe**. The exaggeration of how important normal people are explains this reaction.
- Over three quarters of the sample (30/79%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful at convincing most people that they want to **encourage others** to participate in the Census. Over half (55%) strongly agree (top box) while 88% agree/strongly agree.
- And most (44/89%) are left with a **good feeling** about the Census.



Diagnostic measures for "Museum Guide" are as follows:

Diagnostic Measures for "Museum Guide" | Hispanic n=148



Strongly Disagree | Disagree | Agree | Strongly Agree

Implications and recommendations for “Museum Guide”...

- Consider toning down the crowd’s reaction to the artwork and the Census form ensuring that they are not made to look foolish.
- Consider showing more diversity in the crowd; the story can still be told.
- Emphasize confidentiality. It is important to say more about what confidentiality means and use other words that support the concept, e.g. your information won’t be given to other agencies; it’s safe and secure; confidential by law.
- Consider showing more Latinos in professional occupations that communicate progress and achievement.
- Show the Census form clearly.



The “MIGRANT WORKER” TV spot illustrates that everyone can make a difference, regardless of status,” by participating in the Census.

- Featuring the migrant worker conveys that even being a simple person, you can still help society. Several agree the execution is speaking to hardworking people (like themselves).

“Here is one who is taking the initiative.” Charlotte Mexican

- Message: be confident in filling it out the Census regardless of your status; conveys confidentiality; reduces fear; benefits to the community;
- Many are surprised to learn that the Census determines funds that will benefit the communities (public transportation, better roads, healthcare system).

“I always thought it was just about counting people.” Miami Cuban

- Because the main character is a migrant worker, some believe the executions are targeting undocumented Hispanics/illegal immigrants.

“I thought the Census was just for Americans.” Miami Cuban

“It showed the man’s bravery to fill out the form which was in Spanish. He wasn’t afraid; it didn’t matter if he was legal or not.” Chicago Mexican

- A stand-out positive copy point is the line, “regardless of your status.”
- The first spoken word (VO) from the friend is “Jijo” which some (in Charlotte) consider to be a slang word and not in good taste. It is a word typically used by less educated people in Mexico.
- Some (US Puerto Rican) do not identify with story and feel it is for Latinos in California. For some Mexicans in Chicago, the execution evokes memories of family members who have come before them.



“Migrant Worker” continued...

- “Migrant Worker” **captures the attention** of most people in the sample (45/88%). The simple story of a simple man who makes a difference attracts their attention.
- And most (36/79%) agree the execution is **talking to them**; simple, hard working people.
 - Not surprisingly, the lower the income, the more agreement that the execution is “talking to me.” Those with income less than \$50k are significantly higher than those with income \$50-99k AND those with income \$100k+. Those with income \$50-99k are significantly higher than those with income \$100k+. (84% vs. 68% vs. 40%)
- Over half of the participants (36/71%) agree the execution is telling them **something new**.
 - Census determines funds that benefit communities; Ten simple questions in ten minutes; in Spanish; completely confidential
- Some of the people (9/19%) find something in the execution to be **confusing**.
- There are just over a quarter (8/27%) who find something in the execution **hard to believe**. This may be related to “regardless of your status.”
- About three quarters of the sample (29/74%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful at convincing most people that they want to **encourage others** to participate in the Census. Over half (56%) strongly agree (top box) while 89% agree/strongly agree.
- And most (45/88%) are left with a **good feeling** about the Census.



Diagnostic measures for "Migrant Worker" are as follows:

Diagnostic Measures for "Migrant Worker" | Hispanic n=129



Implications and recommendations for “Migrant Worker”...

- The copy line “regardless of your status” is reassuring and motivating.
- The copy line “cannot release information that identifies you or your family” is another good support line for the confidentiality issue.
- Reconsider the use of the word “Jijo” and replace it with something that is acceptable across all sub-segments.



In the TV spot “Nurse” the use of an everyday, ordinary person is something that the audience can relate to and identify with.

- The simple, working class woman is relevant for most and many can relate to her. Seeing her fill out the form conveys that it is quick and easy to do.

“As humble as she is she can still have an impact with the Census.” Wash DC Central/South American

“She lives a normal life and dreams of progress.” Wash DC Central/South American

- Message: easy, fast and simple to do; for everyone; help the community
- Positive copy points include: ten simple questions in ten minutes; confidentiality;

“Why not put the ten questions in the commercial?” Wash DC Central/South American

- For some, the beginning of execution is confusing as the execution establishes who she is (nurse or waitress?).
- The reveal makes the story interesting for some. Others prefer a more realistic situation where they would see one person in one profession or many different people with different occupations.



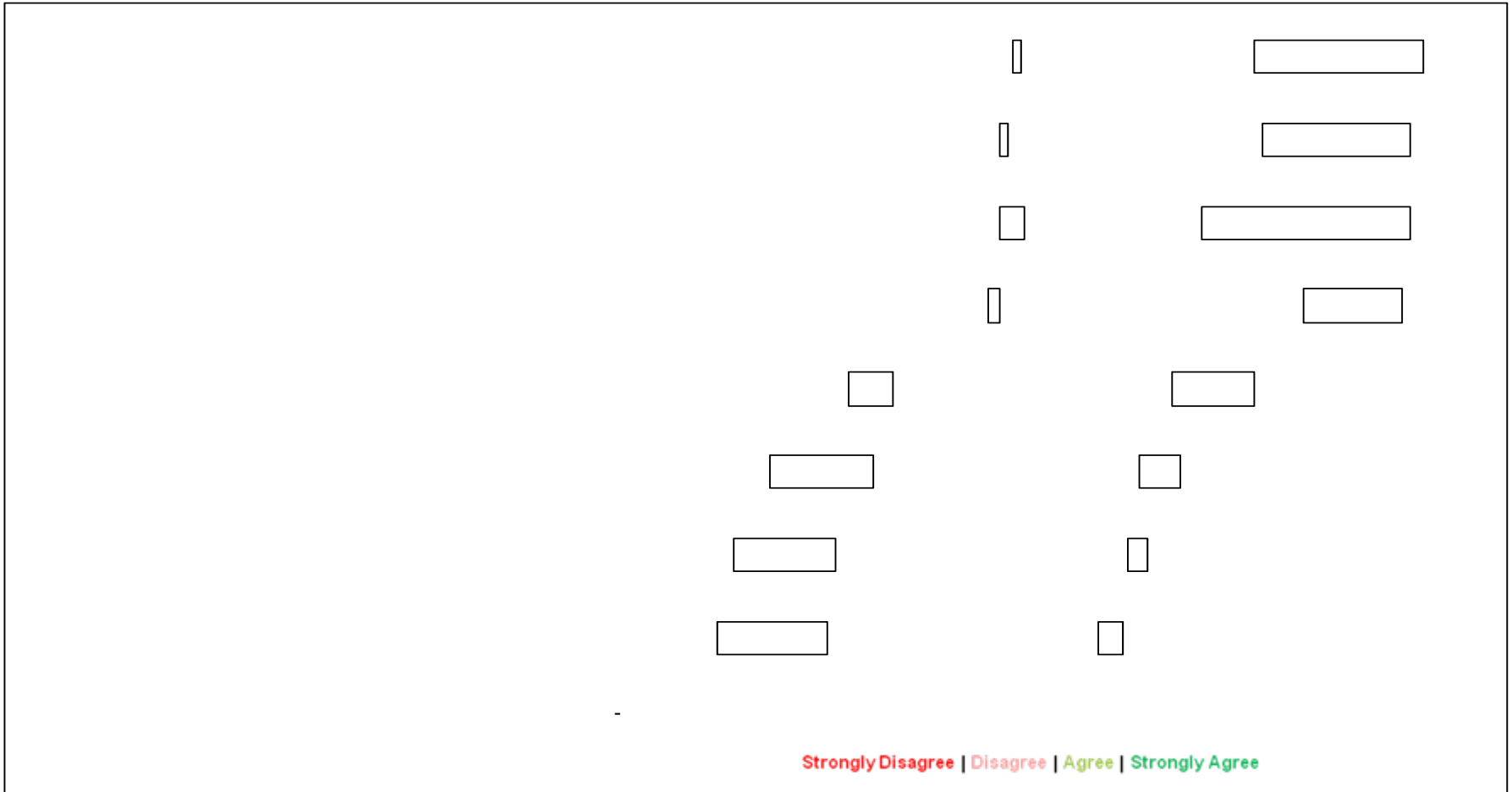
“Nurse” continued...

- “Nurse” **captures the attention** of most people in the sample (41/90%). Again a simple, hard working person who wants to make a difference and help the community is appealing. The close-up catches attention.
- And most (24/84%) agree the execution is **talking to them**; simple, hard working people.
- Just about half of the participants (20/49%) agree the execution is telling them **something new**.
 - Ten simple questions in ten minutes; confidential; helps community
- Some of the people (10/31%) find something in the execution to be **confusing**. Some do not initially understand the misdirect of her looking like a nurse but in reality she is a waitress.
- There are just over a quarter (6/18%) who find something in the execution **hard to believe**.
- Just over three quarters of the sample (25/77%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful at convincing most people that they want to **encourage others** to participate in the Census. Over half (51%) strongly agree (top box) while 87% agree/strongly agree.
- And most (36/87%) are left with a **good feeling** about the Census.



Diagnostic measures for "Nurse" are as follows:

Diagnostic Measures for "Nurse" | Hispanic n=114



Implications and recommendations for “Nurse”...

- No modifications are recommended for this execution.



The “COMMUNITY” TV spot captures attention and involves the viewer. The childlike theme and colorful drawings hold attention and builds hope.

- Seeing the young girl painting her community does a good job of visually conveying the variety of areas that funding will help in the community, i.e. schools, hospitals, police, etc. This all communicates a better future for the children and for everyone.

“...the perfect future.” Chicago Mexican

“Involve the kids so they can participate in the future.” Miami Central/South American

“We saw the benefits.” Miami Central/South American

“If you do the Census it can be a reality and not just a fantasy (girl’s drawing).” Chicago Mexican

- Message: you can help your community by participating; when they count us, they know how much money to give our community; the young girl is inviting us to participate in improving the community.
- The storyline also instills trust in the Census to put the funds to good use.

“It creates a lot of hope.” Wash DC Central/South American

“What you do today is important for the future.” US Puerto Rican

“It could all be possible if we’re counted.” LA Mexican

- And yet a few feel that the execution might over-promise results in the community.
- Stand out copy points include: ten simple questions; ten minutes; improve schools, roads and hospitals

“In ten minutes you can change the future.” LA Mexican

- A few dislike the “childlike” presentation and feel it detracts from the importance of the Census. And a few are confused as they wonder if the execution is for children.
- One comments on the lack of a mother in the story.

“They need to say confidentiality is by law.” LA Mexican



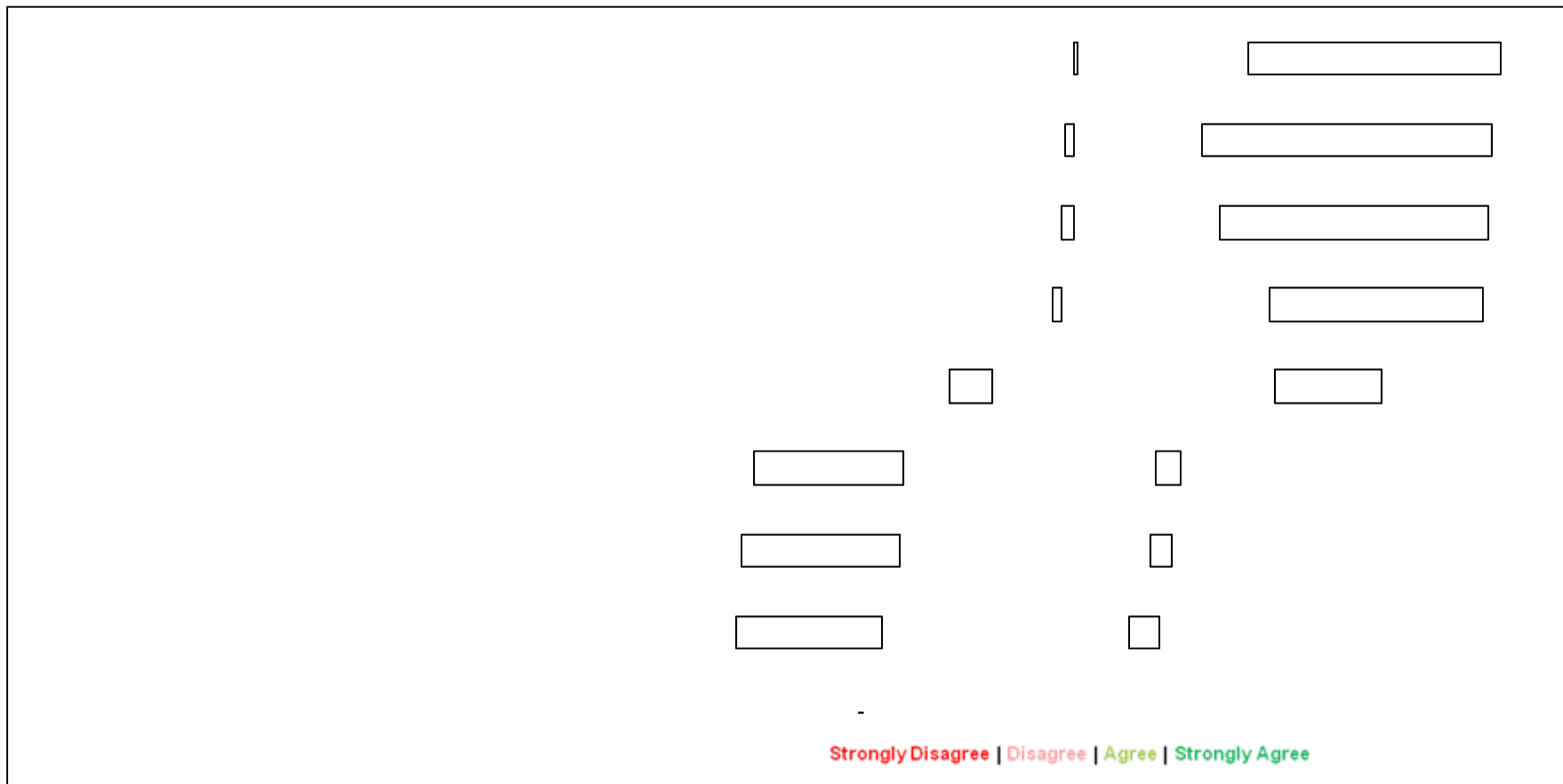
“Community” continued...

- “Community” **captures the attention** of most people in the sample (63/92%). The young girl drawing the colorful picture catches attention and involves the viewer.
- And most (50/90%) agree the execution is **talking to them**. Most will always resonate to a child and a family theme.
- Two thirds of the participants (25/66%) agree the execution is telling them **something new**.
 - Ten simple questions in ten minutes; helps schools, roads and hospitals
 - Those in the Cynical Fifth mindset are significantly higher than all the other mindsets on **this execution told me something new**.
- Some of the people (7/15%) find something in the execution to be **confusing**. A few wonder if the execution is for kids.
- There are just over a quarter (5/17%) who find something in the execution **hard to believe**.
- Well over three quarters of the sample (35/80%) *disagrees* that the **execution has nothing to do with me or my needs**.
- Because of the direct involvement of a child, and the emphasis on helping the children and the community, this execution is very successful at convincing people that they want to **encourage others** to participate in the Census. Over two thirds (68%) strongly agree (top box) while almost everyone (93%) agrees/strongly agrees.
- And almost everyone (59/95%) is left with a **good feeling** about the Census.



Diagnostic measures for "Community" are as follows:

Diagnostic Measures for "Community" | Hispanic n=155



Implications and recommendations for “Community”...

- Emphasize that personal information will be kept confidential.
- Consider replacing the phrase “information will be used for statistical purposes” with “rest assured your information will be secure.”



The “HERO” TV spot is well received but with some critical observations. The interaction between grandpa and his granddaughter is emotional and motivates participation.

- The story becomes very engaging when we see the interaction between the grandfather and granddaughter and their emotional connection. The story is described as sweet, touching, simple and motivating. The generational message conveys hope for the child’s future. The use of simple vocabulary adds to the appeal.

“Together as a family you can make a change.” Miami Cuban

“I like seeing the family relationship.” Chicago Mexican

- Message: the form can be filled out in Spanish; provides services to the community; focus on education=caring about future generations; fast and easy

“Kids are the future” Miami Cuban

“She is the future.” Charlotte Mexican

- Several say how much they like seeing the supers displaying the words of the benefits (schools; hospitals; representation; etc.). This helps clearly convey the benefits.

“It makes more of an impression when we see it (the words); it explains how the money will be used.” LA Mexican

- The visual of the grandfather and granddaughter’s hands together, putting the Census form in the mailbox, is a “powerful image” (US Puerto Rican). This represents the importance of both young and old being counted so all generations can benefit.
- Some complain the word “hero” is overly used in the media. The word evokes thoughts of soldiers in Iraq (who are *really* heroes). Other suggested replacement words: achiever; triumphant; responsibility; duty; courage.
- A few feel the execution is condescending (Central/South American). And a few have a negative reaction when the copy says, ‘the heroes we “could be” everyday’ (“que podemos ser”). This implies you are not a hero if you do not cooperate.

“So if I don’t fill out the Census, then I’m not a hero?” Central/South American

- Some feel that grandpa is being shown as a stereotypical peasant, “suffering Latino”; a “campesino” or migrant worker.

“Why can’t they have a Latino teacher, doctor or lawyer; a more modern occupation?” US Puerto Rican

“We’re always at a lower level; at a suffering level.” Miami Central/South American



MAYA
GROUP

“HERO” continued...

- “Hero” **captures the attention** of most people in the sample (55/90%). The setting initially catches attention.
- And most (46/82%) agree the execution is **talking to them**. As the story unfolds, the relationship speaks to many.
- Two thirds of the participants (32/66%) agree the execution is telling them **something new**.
 - Ten simple confidential questions; in Spanish; benefits to community (via supers)
- Nearly a quarter of the people (10/23%) find something in the execution to be **confusing**.
- And nearly a quarter (9/23%) find something in the execution **hard to believe**.
- Well over three quarters of the sample (28/69%) *disagrees* that the **execution has nothing to do with me or my needs**. About a third (31%) *agree* the **execution has nothing to do with me or my needs**.
- The execution is quite successful at convincing people that they want to **encourage others** to participate in the Census. Nearly two thirds (61%) strongly agree (top box) while the vast majority (87%) agrees/strongly agrees.
- And most of the sample (54/90%) are left with a **good feeling** about the Census.



Diagnostic measures for "Hero" are as follows:

Diagnostic Measures for "Hero" | Hispanic n=131



Implications and recommendations for the “Hero” TV spot...

- Consider possibly not making Grandpa seem so blue collar. This story could still work as anyone who is self-made such as a business owner.
- The supers work well to clearly communicate the benefits.
- Consider including a scene that shows a main street in a small town. This would balance the rural or isolated shots and make the story more relevant, reflecting other areas where Hispanics live.
- Again, emphasize confidentiality.
- Consider reworking the way the term “hero” is used. For example, “by being the responsible, caring person that you are, you are a hero in her eyes.”



The “Mural” TV spot receives mixed reactions and evokes discussion about Latinos’ role in America.

- The urban setting, with a mural showing laborers in the fields communicates that the Census is for everyone. For some the mural portrays the Latino struggle to progress in the US. A few criticize some of the specific images in the mural.
- Seeing a young man painting a mural over what once was a graffiti wall demonstrates an “urban renewal” and is directly correlated to what the Census will do for their community.
- Message: for all people, legal or illegal; power to transform a community; participate in the Census for a better life
 - *“The change from graffiti to the mural is like the change that is in us to make for our future.” LA Mexican*
 - *“Fill out the Census so you can change the image of your community.” Chicago Mexican*
 - *“I don’t want to see a donkey; how about a doctor?” LA Mexican*
- Cesar Chavez has limited appeal. He is more meaningful to older people who remember him and what he did. (One younger person mistook him for Hugo Chavez (Venezuela) which had a negative result). Older viewers see Chavez as a part of Hispanic history. However, his presence in the execution creates some controversy since he is also perceived as the hero of the migrant worker and the illegal. Others do not consider him to be a historical figure and would prefer to see the use of more professionals like teachers or doctors in the execution.
 - *“Not everyone knows who he is.” Central/South American; Chicago Mexican*
 - *“They are reminding us of our roots; where we’ve come from.” LA Mexican*
 - *“You too can be like Cesar Chavez and make a change.” Chicago Mexican*
- As a result of the point above, some see the execution directed at Mexicans and undocumented Latinos.
- The word ‘enumerator’ is not widely used or commonly understood. Census taker would be better.
- The information is not clearly coming through that “if you don’t fill out the Census form and send it back,” *then and only then*, will a Census taker come to your home.
- No one really wants anyone to come to their home.
 - *“Not sure I trust a person coming to the house in a big city like this.” Chicago Mexican*
- Several want to know that if they need help filling it out they want to do it online or by telephone.



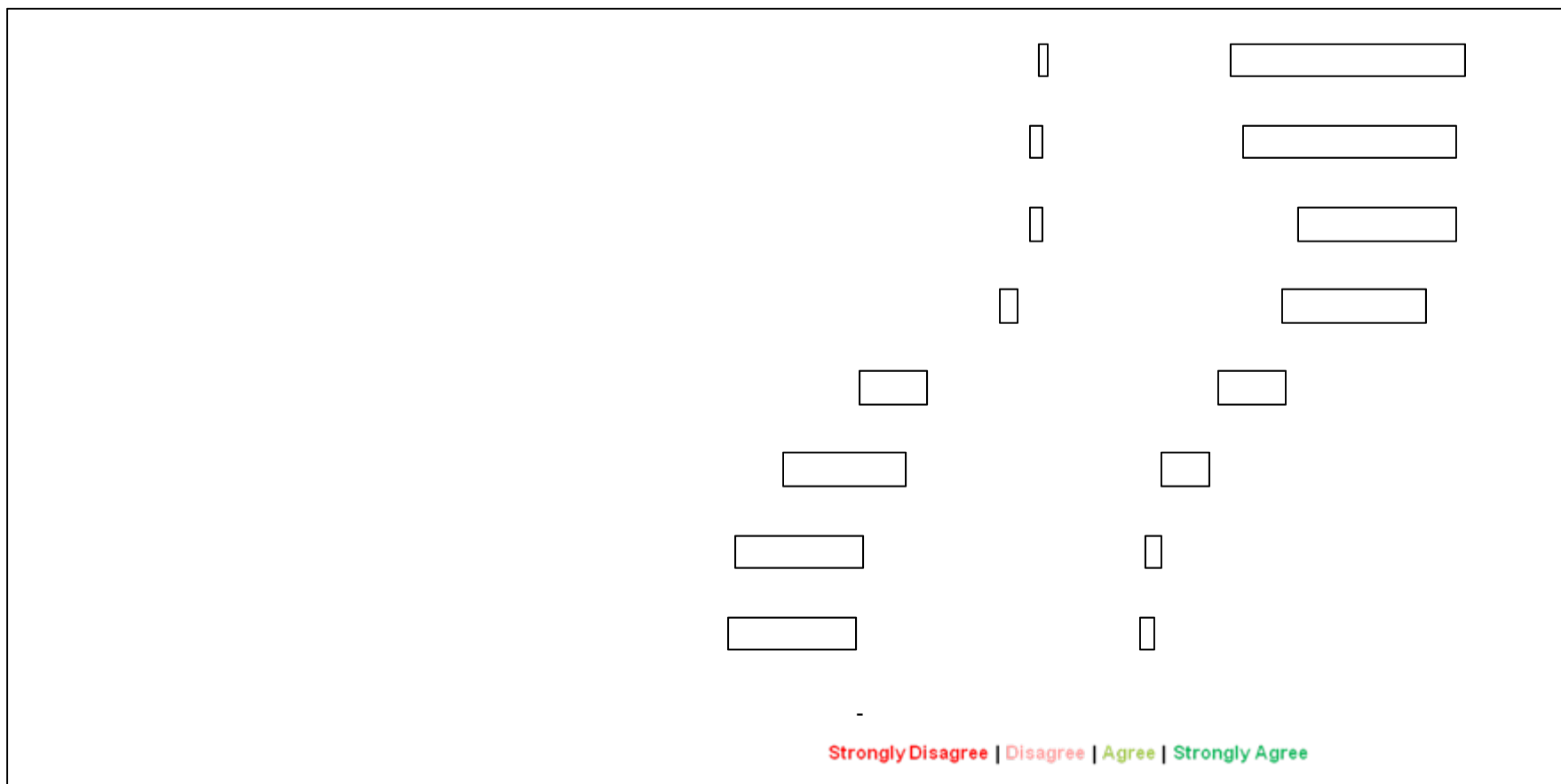
“Mural” continued...

- “Mural” **captures the attention** of most people in the sample (50/84). The graffiti on the wall intrigues the viewer and engages their attention.
- And most (34/78%) agree the execution is **talking to them**.
- Under half of the participants (16/45%) agree the execution is telling them **something new**. This number may be lower than some of the other executions as this execution was always exposed late in the rotation. Still, the key pieces of new information include:
 - Ten simple questions; someone will come to your home
- Some of the people (4/16%) find something in the execution to be **confusing**. Some of the images in the mural.
- There are also some (3/14%) who find something in the execution **hard to believe**.
- Just about three quarters of the sample (29/73%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful at convincing people that they want to **encourage others** to participate in the Census. Over half (55%) strongly agree (top box) while most (87%) agree/strongly agree.
- The vast majority (37/85%) are left with a **good feeling** about the Census.



Diagnostic measures for "Mural" are as follows:

Diagnostic Measures for "Mural" | Hispanic n=217



Implications and recommendations for the “Mural” TV spot ...

- No one really wants anyone to come to their home. Clearly emphasize that only if they do not send it back, then someone will come to their home. This is a motivator to mail it in.
- Include a toll-free telephone number and/or a website for help and/or more information.
- Consider whether or not you want to include Cesar Chavez in the images since he generates controversy.
- Consider using another term for “enumerador.” Possibly Census taker would be better.
- Consider replacing the phrase “information will be used for statistical purposes” with “rest assured your information will be secure.”



The “Bachata” radio spot has music that is appealing and draws the listener into the message.

- Many enjoyed the music in this radio spot. It is described as catchy, energetic, entertaining, with a pleasant rhythm.

“You want to dance.” NYC Puerto Rican

- Several claim the music makes them listen to the message which is relevant to them.

“Because of the music, you listen to the words.” Boston PR

- Message: confidentiality; your status doesn’t matter; help your community



The “Bachata” radio spot has music that is appealing and draws the listener into the message.

- “Bachata” **captures the attention** of most people in the sample (53/87%). And nearly the same amount (34/83%) agree the execution is **talking to them**.
- Just over one third of participants (11/37%) agree the execution is telling them **something new**.
 - Confidentiality; regardless of your status it’s for everyone; ten simple questions in ten minutes; in Spanish; coming in March
- Only a very few (1/8%) find something in the execution to be **confusing**.
- And there are only a few (4/11%) who find something in the execution **hard to believe**.
- The vast majority of the sample (43/80%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is quite successful at convincing nearly everyone (58/89%) that they want to **encourage others** to participate in the Census.
- And the vast majority (43/88%) are left with a **good feeling** about the Census.

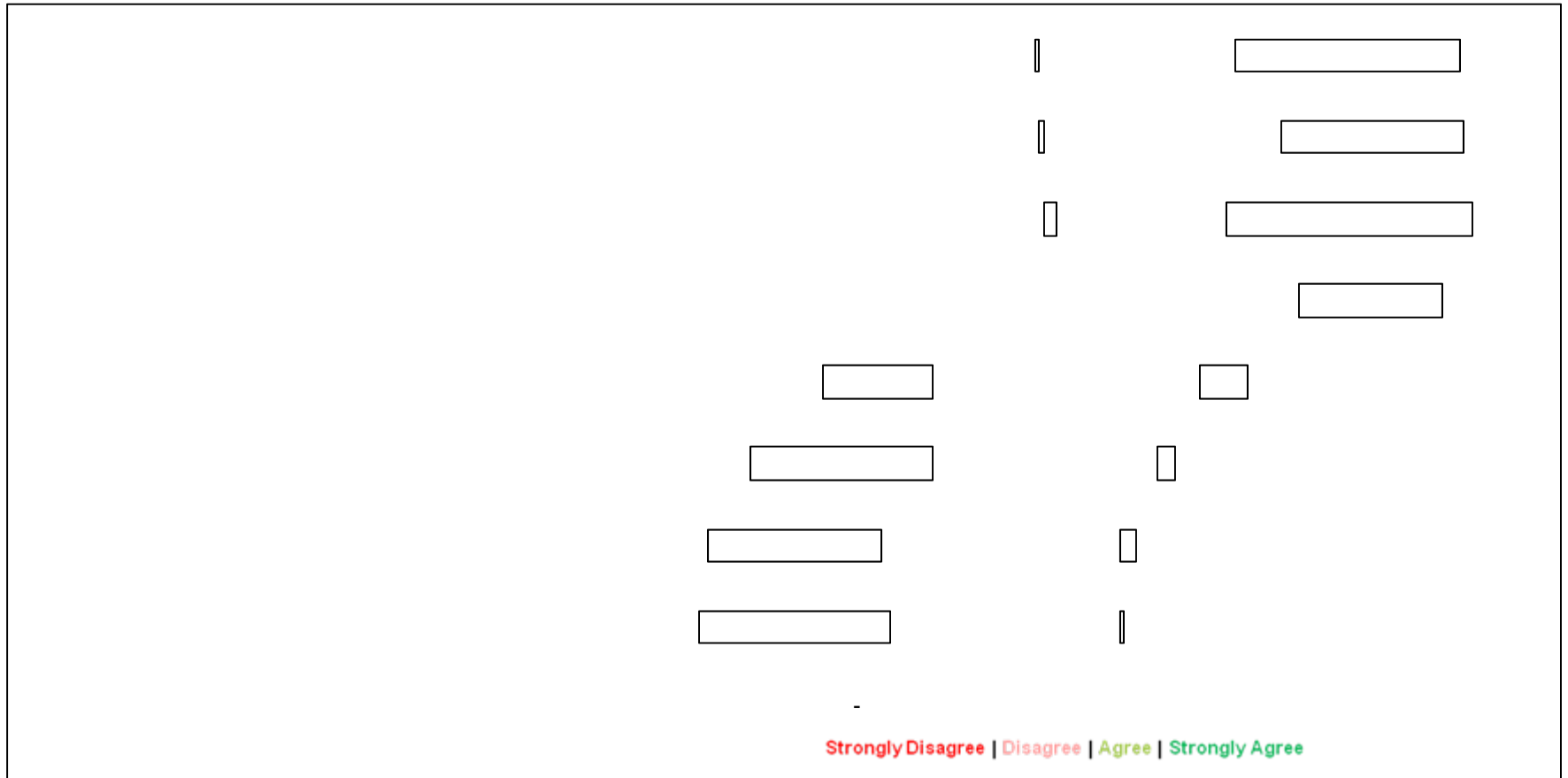
IMPLICATIONS & RECOMMENDATIONS

- No modifications are recommended for this execution.



Diagnostic measures for “Bachata” are as follows:

Diagnostic Measures for “Bachata” | Hispanic n=76



The radio spot “Cumbia” receives mixed reviews on the music and the message.

- Some appreciate the choice of music in this spot and describe it as catchy, upbeat, good rhythm, contagious, “sticks in my mind”
- However, some do not care for it and describe it as “too strong.” Others find the music to be “too informal” for the subject of the Census. They feel the subject requires a more serious tone and/or a narrated introduction. The style of music is “playful” and misleads the listener as to the importance of the subject matter.

“Not everyone likes this music.” Wash DC Central/South American
- Message: important to send in the Census form; gives benefits to the community (ensure your community gets its share)
- A few complain that the word “caramba” is repeated too much.



The radio spot “Cumbia” receives mixed reviews on the music and the message.

- “Cumbia” **captures the attention** of most people in the sample (54/88%). And nearly the same amount (46/85%) agree the execution is **talking to them**.
- Nearly half of the participants (23/49%) agree the execution is telling them **something new**.
 - Benefits for community (schools; hospitals; highways); \$3 trillion in funds; ten simple questions
- Only a few (2/10%) find something in the execution to be **confusing**. (Statistical purposes?)
- And there are only a few (1/7%) who find something in the execution **hard to believe**. (\$3 trillion in funds?)
- The vast majority of the sample (33/84%) *disagrees* that the **execution has nothing to do with me or my needs**.
- Overall, the execution is quite successful at convincing most (58/88%) that they want to **encourage others** to participate in the Census.
- And the vast majority (44/85%) are left with a **good feeling** about the Census.

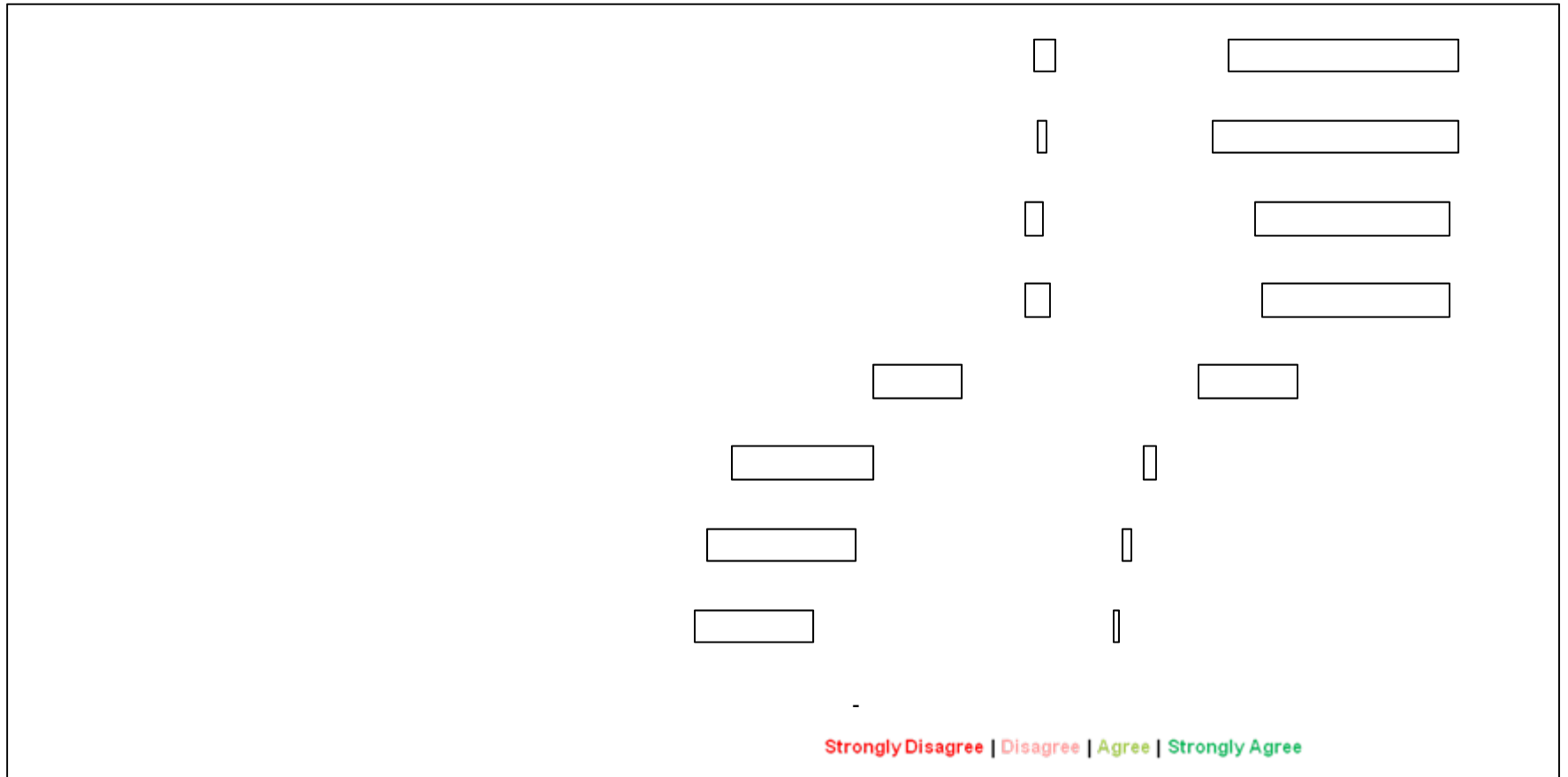
IMPLICATIONS & RECOMMENDATIONS

- Consider a different choice of music that may better fit the subject matter of the execution.
- Consider saying “your information will be safe” rather than “used for statistical purposes.”



Diagnostic measures for "Cumbia" are as follows:

Diagnostic Measures for "Cumbia" | Hispanic n=106



The radio spot “Corrido” receives a generally negative response from most.

- Most people have a general negative reaction to music in this execution. Many say they would not take it seriously and it does not fit with the serious subject matter. It is described as annoying and results in listeners wanting to turn off the radio.
- The spot is almost unanimously disliked in Charlotte, Chicago and LA.
 - *“The Census merits more respect. It won’t be taken seriously.” LA Mexican*
 - *“It’s like we’re drunk all the time and only think about partying.” Charlotte Mexican*
 - *“I don’t identify with it.” Chicago Mexican*
 - *“People will switch the channel.” Chicago Mexican*
 - *“It’s so Mexican; we’re all Latinos. It sounds Nortena.” Chicago Mexican*
 - *“I would listen but I wouldn’t pay attention.” Chicago Mexican*
- Other comments include that the music is stereotypical; music for the poor, lower class, ignorant farmers and low quality.
- Some suggest a narrated piece creating a serious tone and setting up the subject matter would be better; possibly with no music. Also possibly utilizing a notable spokesperson such as: Shakira, Juanés, Vicente Fernández, Jorge Ramos, Don Francisco. This would transmit the importance of the subject.



The radio spot “Corrido” receives a generally negative response from most.

- “Corrido” **captures the attention** of most people in the sample (37/80%). They tell us it would get their attention but not in a good way.
- In spite of the music, the information in the execution comes through and nearly three quarters of the sample (30/73%) agree the execution is **talking to them**.
- Over half of the participants (19/55%) agree the execution is telling them **something new**.
 - Benefits for community (schools; hospitals; highways); someone will come to your home; ten simple questions; your information will be secure
- Some of the people (3/17%) find something in the execution to be **confusing**. This may be due to the fact that many do not know that a Census person will come to their home and exactly when that might happen.
- There are some (3/20%) who find something in the execution **hard to believe**.
- Over three quarters of the sample (22/77%) *disagrees* that the **execution has nothing to do with me or my needs**.
- And again, in spite of the strong negative reaction to the music, the execution is quite successful at convincing most (44/85%) that they want to **encourage others** to participate in the Census.
- And over three quarters (34/77%) are left with a **good feeling** about the Census.

IMPLICATIONS & RECOMMENDATIONS

- Consider a different choice of music that is perceived as less stereotypical, more broadly appealing and better fits the seriousness of the subject matter.



Diagnostic measures for "Corrido" are as follows:

Diagnostic Measures for "Corrido" | Hispanic n=86



Although the print execution “Pablo” was minimally exposed (n=24), the execution is not well received because the visual heavily impacts substantive response.

- Still, the majority agrees the execution **captures their attention**. The visual, though unpleasant, does make readers want to stop for a moment. Pablo looks “sad”; “like a serial killer”; like an “ad for a mental clinic.”
- The picture of Pablo evokes laughter and most conclude that the hero description (superhuman) in the text doesn’t fit.

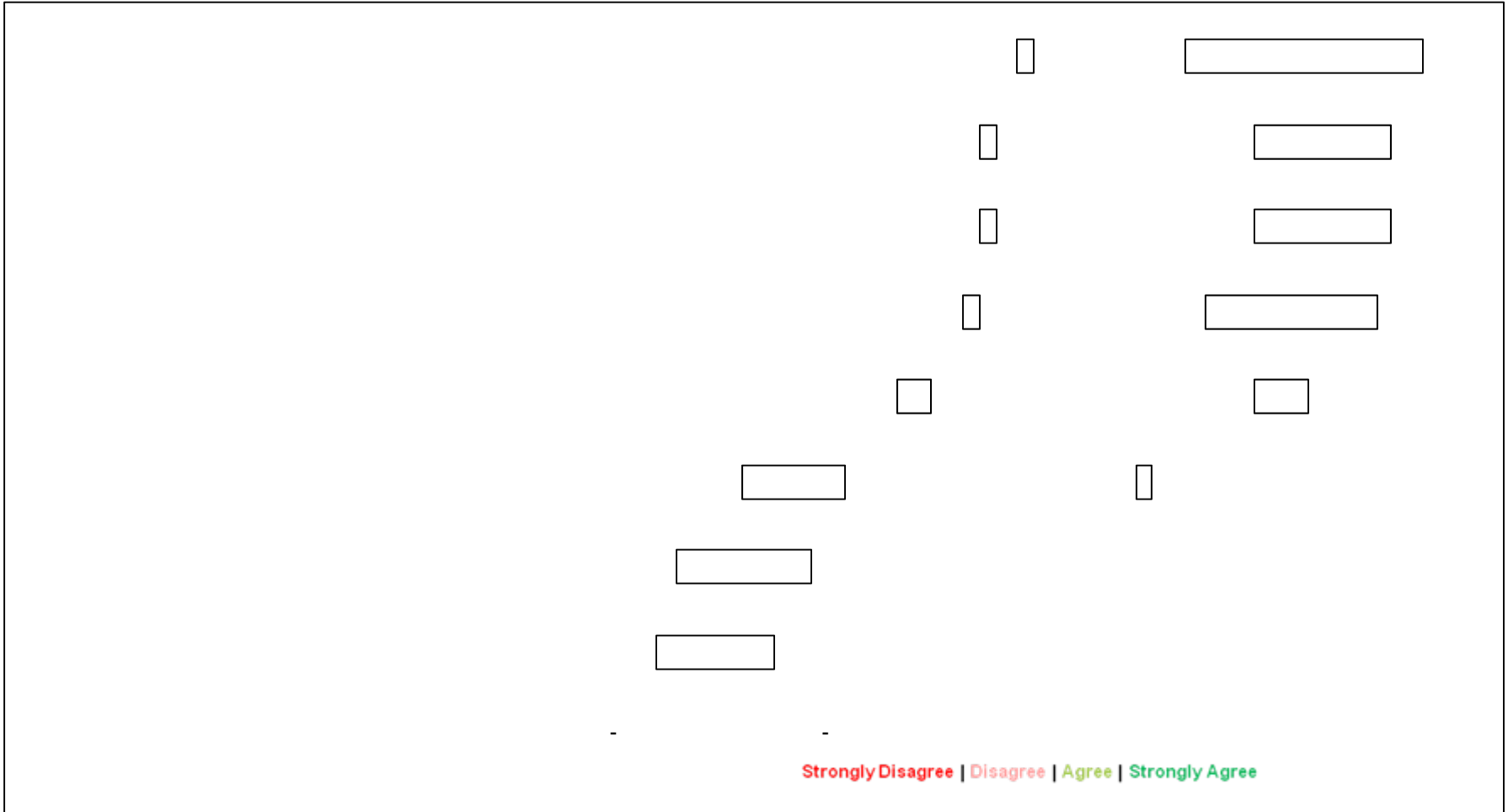
“This guy is a murderer.” Miami Cuban

- Surprisingly, in forced exposure, most feel the execution was **talking to them** and left them with a **good feeling** about the Census.
- Many feel the execution is telling them **something new**:
 - The Census is confidential; it’s ten simple questions; it only takes ten minutes
- Only a couple of people find anything **confusing** or hard to believe in the execution and this is likely, “why would they use this picture?”.
- Many agree that the **execution has nothing to do with me or my needs**, again likely driven by the visual.
- In the end, the vast majority still agree that the execution makes them want to **encourage others** to participate in the Census.
- Confidentiality and 10 simple questions in 10 minutes are not only news but meaningful messages.



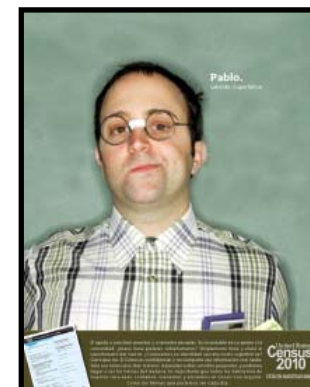
Please use caution when reading the percentages for this execution as the sample is only 24 people. Diagnostic measures for the "Pablo" print execution are as follows:

Diagnostic Measures for "Pablo" | Hispanic n=24



Implications and recommendations for the print execution “Pablo”:

- Seriously consider another visual. Although this is attention-getting for some, many would pass it by.
- Further, even after reading the text, some find meaningful information while others do not connect with the execution.



The print executions “What We Need” and “Information is Confidential” are identical except for the headlines.

- Most agree that the pixelated visual fits well with the message.
- Message: No matter who you are they’re going to help you. It’s not about who you are but about what you need. Confidential by law.
- The confidentiality message is key to instilling trust and respecting privacy with this group. Being told helps remove fear and gives confidence. The message encourages people to trust in the process.
 - Many suggest visually emphasizing “confidencial por ley” (confidential by law) by using larger, bolder print thus making it more prominent.

“The law will protect you.” Charlotte Mexican

“It’s what everyone wants.” Chicago Mexican

- The execution conveys that the Census is for everyone. It is now offered in Spanish. Many appreciate seeing the Census form in the execution and seeing it in Spanish.
 - Seeing the form in Spanish implies that one can do it by themselves without needing help translating it.
- Seeing the ‘United States’ in the logo conveys authenticity and a sense of pride.
- There is some mixed reaction to the face with the pixels. It is scary and evokes fear for some.

“What’s he hiding?” NYC Puerto Rican

“It inspires more fear than trust.” Boston Puerto Rican

- Others like the picture because they cannot identify who the person is which conveys “privacy.” The blurry face = anonymity; privacy; “don’t be afraid” and “be honest.”

“Gives you a sense of trust.” Miami Central/South American



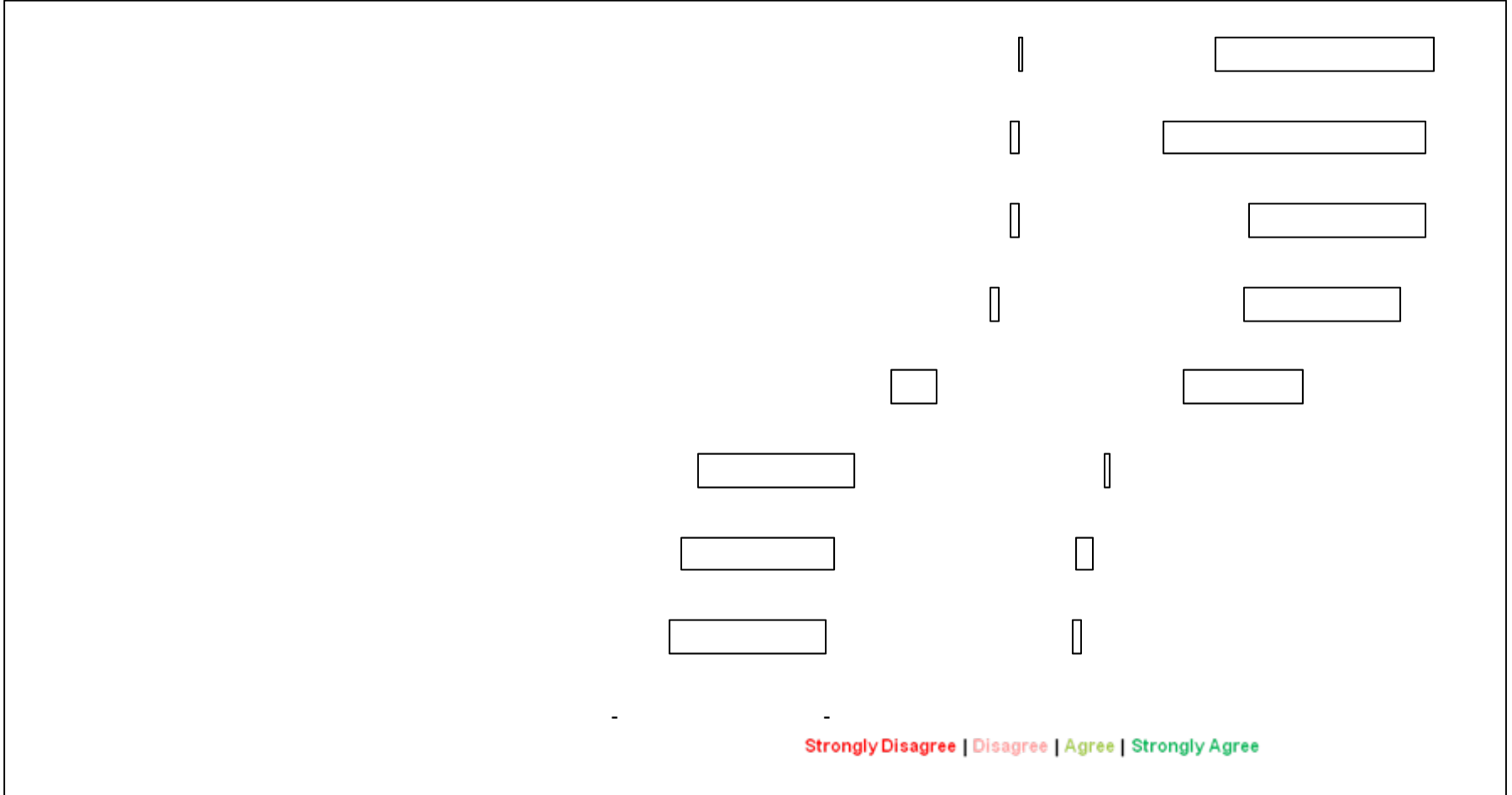
The print execution “What We Need” catches attention and delivers important and motivating information.

- “What We Need” **captures the attention** of nearly all participants (53/93%) and 83% agree the execution is **talking to them**.
- Nearly two-thirds (29/61%) agree the execution is telling them **something new**.
 - Confidential by law; ten questions; ten minutes; in Spanish
- Only a few find something in the execution to be **confusing** (2/7%) or **hard to believe** (4/10%).
- The majority (38/86%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful in making over nearly two thirds of the sample (64% TOP BOX) *definitely* agree that they want to **encourage others** to participate in the Census (91% top two box).
 - Interestingly, those who were NOT born in the United States significantly agree more than those who WERE born in the United States that they **want to encourage others to participate in the Census** (93% vs. 77%).
- And most (43/90%) are left with a **good feeling** about the Census.



Diagnostic measures for the “What We Need” print execution are as follows:

Diagnostic Measures for “What We Need” | Hispanic n=120



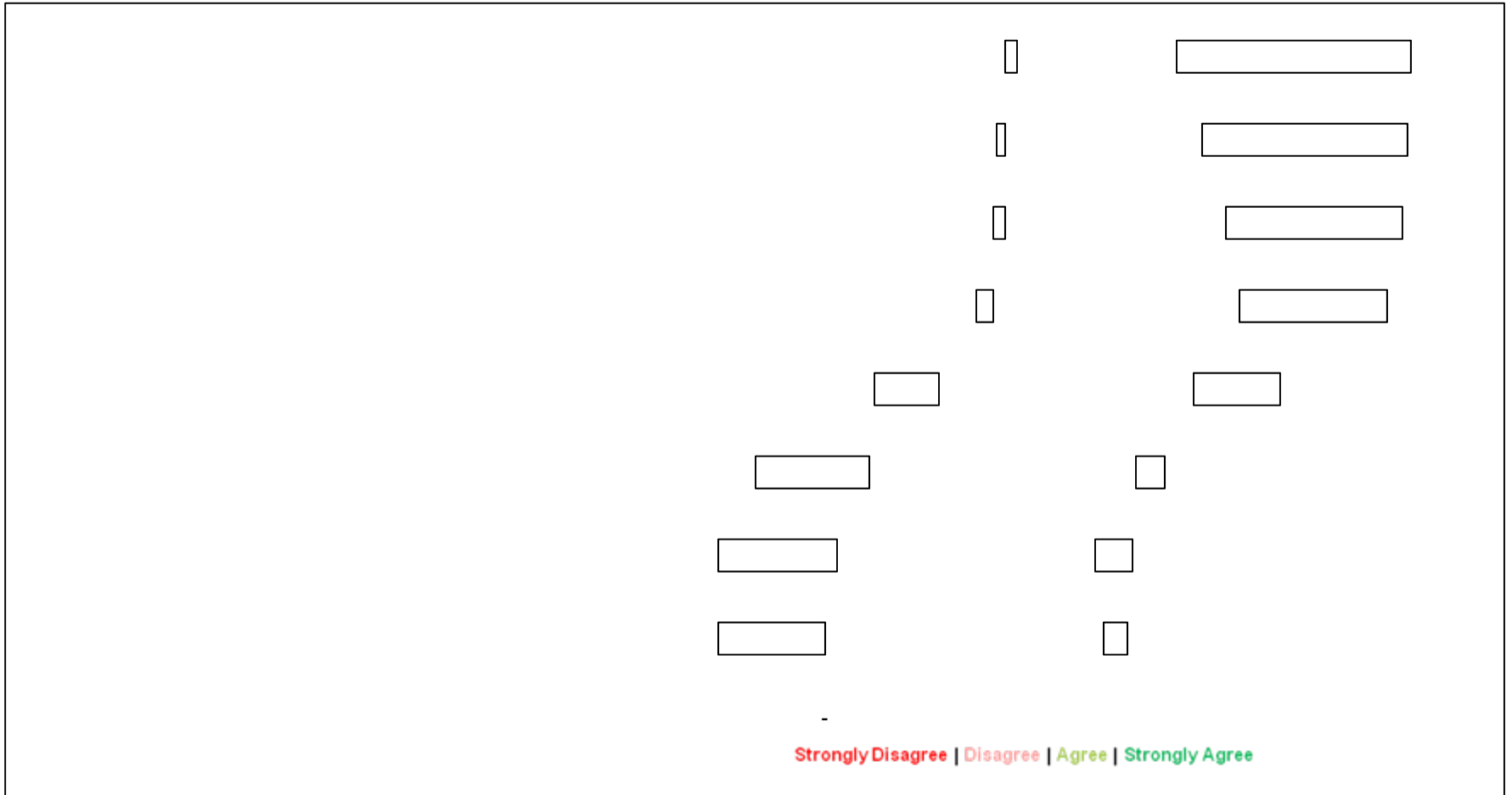
The print execution “Information is Confidential” has the identical visual and text as the previous execution “What We Need.”

- “Information is Confidential” **captures the attention** of most participants (50/87%). The vast majority (36/82%) also agrees that the execution is **talking to them**.
- Over half (21/57%) agree the execution is telling them **something new**.
 - Confidential by law; ten questions; ten minutes; in Spanish
- About one in five find the execution to be **confusing** (9/20%). A few comment that they do not initially understand about the blurred face. About the same number of people (6/19%) feel there is something **hard to believe**.
- Nearly three quarters of the sample (28/72%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful in making people want to **encourage others** to participate in the Census. In fact over half (57%) strongly agree (top box) while 89% agree/strongly agree.
- Most (43/85%) are left with a **good feeling** about the Census.



Diagnostic measures for the "Information is Confidential" print execution are as follows:

Diagnostic Measures for "Information is Confidential" | Hispanic n=122



Both executions do very well across the diagnostic measures. The content of the execution is relevant and meaningful.

- Emphasize “confidential by law” and make it more prominent in the execution (larger, bolded print).
- The headline “Your Personal Information is Confidential” is recommended over “What We Need” because it **conveys one of the central messages that this audience clamors for** when it comes to being reassured about their participation in the Census.
- Interestingly, when looking at the two executions side by side, “What We Need” is directionally stronger across the diagnostic measures. (Comparative stats were not run on these two executions.)

	“What We Need”	“Information is Confidential”
	Top Box/Top Two Box %	Top Box/Top Two Box %
Capture attention	53/93	50/87
Talking to me	38/85	36/82
Good feeling about Census	43/90	43/85
Told me something new	29/61	21/57
Confusing	2/7	9/20
Not for me/my needs	1/14	7/28
Hard to believe	4/10	6/19
Encourage others	64/91	57/89
Base	120	122



The print execution “Juan Daniel” receives mixed reactions with limited appeal outside of the Mexican subgroup.

- The image of a migrant worker does not work for many. It is not engaging and he looks sad.
- Some feel the image and story are stereotypical, showing Mexicans out in the fields. Some suggest an inspirational figure would make more impact than a stereotype.
 - Especially for those of Cuban and Central/South American descent, they feel the image is not relevant many cannot relate. Some recommend showing a collage or variety of faces.

“This is for hard working and rural people.” Miami Cuban

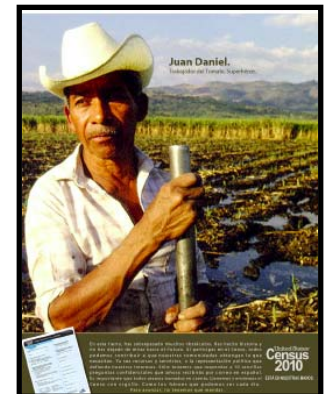
“It’s a stereotype; farmers and Latinos; it’s belittling.” Chicago Mexican

- Message: to be counted; have a voice; we’re all important.

“We all work hard, why not be counted?” Chicago Mexican

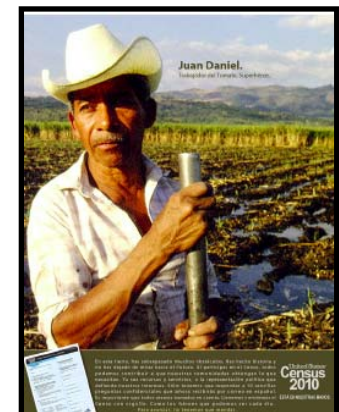
- Many appreciate learning that the Census helps determine their local political representation.
- A few object to the word “hero” as being overused and not credible (especially Cubans). Some feel that in the context of the execution, the word conveys “an important person who participates in the Census”; someone who is responsible.

“His participation makes him a more important person.” Boston Puerto Rican



“Juan Daniel” continued ...

- “Juan Daniel” **captures the attention** of most participants (49/91%). Three quarters of the sample (35/75%) agrees that the execution is **talking to them**.
 - Not surprisingly, those in the lower income bracket (<\$50k) relate more to this execution than those in the higher income brackets. Those with <\$50k are significantly higher in agreement than the others (\$50-99k & \$100k+) on the **execution is talking to me (82% vs. 53/50%)**.
- Over half (18/57%) agree the execution is telling them **something new**.
 - It is important to be counted; confidential; determines political representation; ten questions; in Spanish
- A few find something in the execution to be **confusing** (3/13%). About the same number of people (5/15%) feel there is something **hard to believe**.
- Over three quarters of the sample (26/77%) *disagrees* that the execution is **has nothing to do with me or my needs**.
- The execution is successful in making people want to **encourage others** to participate in the Census. In fact over half (58%) strongly agree (top box) while 90% agree/strongly agree.
- Most (45/89%) are left with a **good feeling** about the Census.



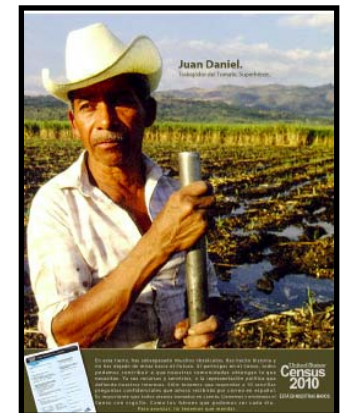
Diagnostic measures for the “Juan Daniel” print execution are as follows:

Diagnostic Measures for “Juan Daniel” | Hispanic n=144



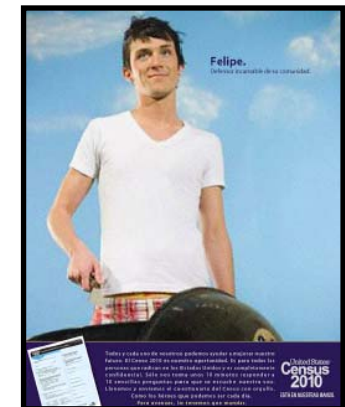
Implications and recommendations for the print “Juan Daniel” ...

- The story of a migrant worker has limited appeal. Many appreciate the story of a hard working individual but this particular story is very Mexican directed. Some of the other Hispanic subgroups do not resonate.
- The messages are meaningful and relevant and the execution does motivate participation.



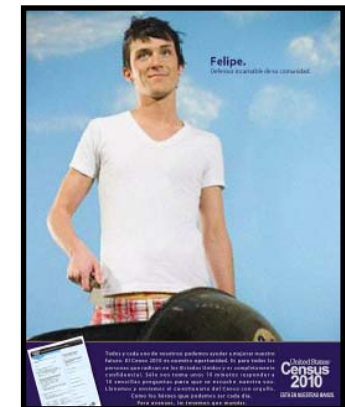
The print execution “Felipe” also receives mixed reviews as the image of this young man is quite informal and not considered to be hero-like.

- Message: for everyone; confidential
- Most appreciate the information about the Census being “completely confidential.” They like seeing the Census form in the execution which is concrete.
- There are meaningful phrases in the execution that readers respond to including “responsible for the future” and “ten simple questions in ten minutes.”
- Further, many respond positively to the mention of “pride” which they feel would be because you will be helping your community.
- Reactions to the visual are generally negative and a ‘disconnect’ for many. The young man does not look like a “hero.” Some suggest a professional looking person would be better.
- In the text, some suggest the word “radican,” which means ‘resident or residing/living’ in the United States, could be misunderstood by a number of people. They recommend using the words “que viven” which means “that live...” and feel this would be clearer for all.



“Felipe” continued ...

- “Felipe” does **capture the attention** of just over two thirds of the participants (34/69%). Three quarters of the sample (27/74%) agrees that the execution is **talking to them**.
- Less than half (18/43%) agree the execution is telling them **something new**. The news includes:
 - For everyone living in the U.S.; confidential; ten questions in ten minutes
- Some find something in the execution to be **confusing** (6/21%). From discussion this mostly centers around the visual. About the same number of people (7/23%) feel there is something in the execution that is **hard to believe**.
- Three quarters of the sample (32/75%) *disagrees* that the execution is **has nothing to do with me or my needs**.
- In the end, the execution is successful in making people want to **encourage others** to participate in the Census. Over half (53%) strongly agree (top box) while 84% agree/strongly agree.
- Over three quarters of the sample (32/78%) are left with a **good feeling** about the Census.
 - Females are significantly higher than males on **the execution left with a good feeling about the Census** (83% vs. 72%).



Diagnostic measures for the "Felipe" print execution are as follows:

Diagnostic Measures for "Felipe" | Hispanic n=108



Implications and recommendations for the print execution “Felipe”...

- The image is not working.
- The message that the Census is confidential and for everyone living in the United States is important and motivating.



The print execution “In 10 Minutes” is well liked, direct, simple and to the point.

- Message: the Census will help us provide a better future for our children; it’s about improving life; focus on children; thoughts of medical benefits

“We have hope what we do today will influence the future for our children.” Charlotte Mexican

- The execution conveys a sense of urgency and invites the reader to respond as soon as possible. Besides the copy saying, “return it as soon as possible,” the story speaks of the future, which is not here yet, and then holds the reader responsible for “now.”
- For some, the visual conveys medical benefits (especially for children); others are confused by the visual and do not realize it is a child.

“I thought it was for medicine.” Boston Puerto Rican

- The stand-out phrase in the copy, “rest assured your information is going to be secure,” is powerful at instilling trust (more than just saying confidential).
- Other phrases that stand out include: “ten simple questions”; “less than ten minutes”; “helps ensure your community gets its share”
- “\$3 Trillion in federal funds over ten years” is mostly meaningless because it is too large and ten years is too long.
- Many appreciate seeing the Census form in the execution.



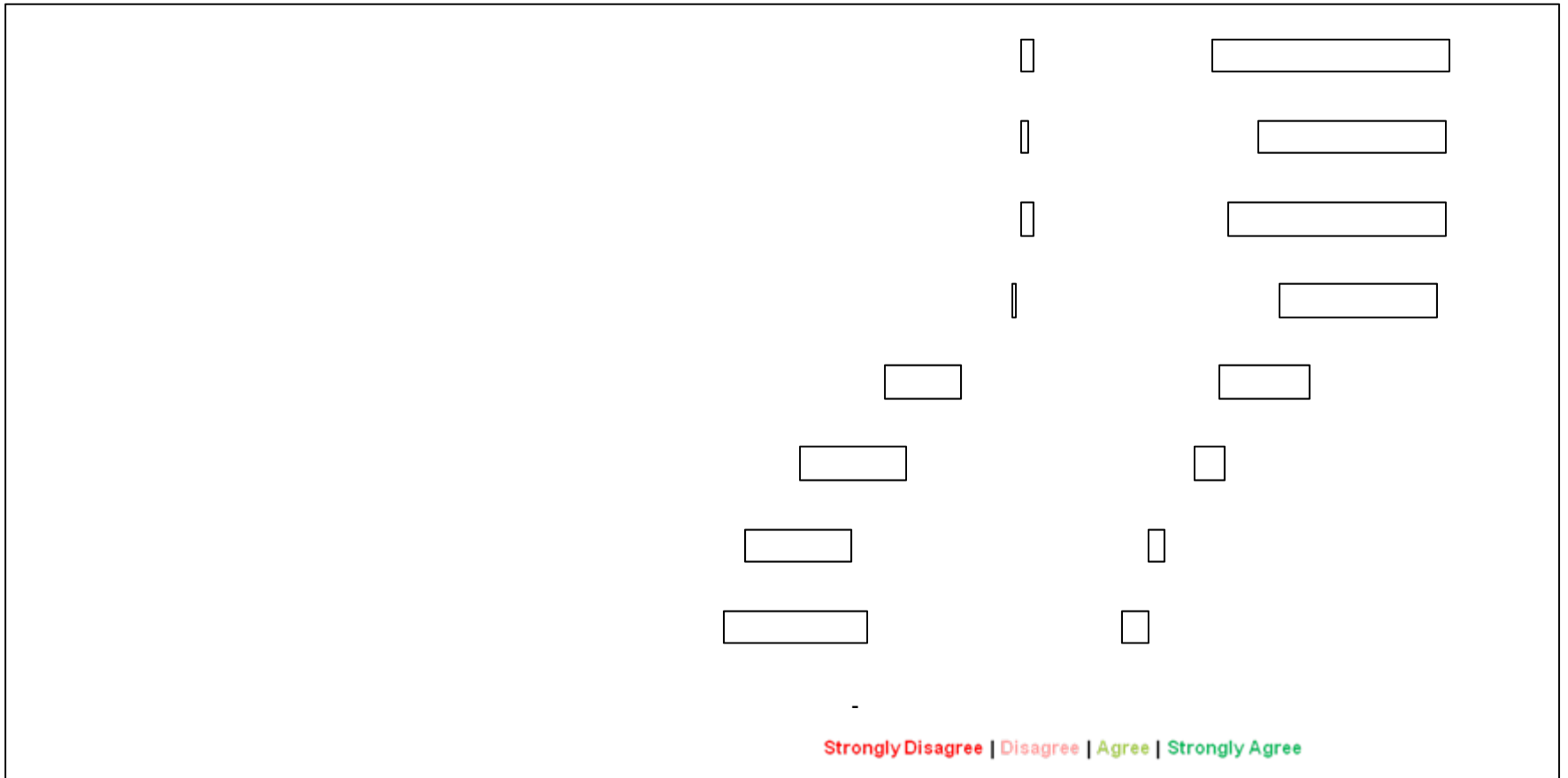
“In 10 Minutes” continued...

- “In 10 Minutes” definitely **captures the attention** of well over three quarters of the participants (51/84%). The vast majority of the sample (37/82%) also agrees that the execution is **talking to them**.
- Around half (21/52%) agree the execution is telling them **something new**. The news includes:
 - \$3 trillion in federal funds; information is secure; ten simple questions in ten minutes
- Nearly a third of the sample find something in the execution to be **confusing** (7/31%). From discussion we learn that some miss that the hand is a child’s hand. That, along with the visual of the stethoscope, leave people wondering what the execution is for (thinking medical).
- Some of people (4/18%) feel there is something in the execution that is **hard to believe**.
- Most of the sample (34/86%) *disagrees* that the execution is **has nothing to do with me or my needs**.
- In the end, the execution is successful in making people want to **encourage others** to participate in the Census. Over half (56%) strongly agree (top box) while 85% agree/strongly agree.
 - Older readers (55+) are significantly higher than younger ones (35/54 & <35) on **the execution makes me want to encourage others to participate in the Census**.
- Most (44/84%) are left with a **good feeling** about the Census.



Diagnostic measures for the "In 10 Minutes" print execution are as follows:

Diagnostic Measures for "In 10 Minutes" | Hispanic n=119



Implications and recommendations for the print execution “In 10 Minutes”...

- Some miss that the hand is that of a child and hence miss the power of the execution. Somehow make it a bit clearer that the hand is a child.
- Reconsider the “\$3 trillion over ten years” point. A smaller amount over a shorter period of time will be more meaningful for many more people.
- Collective learning across many of the executions leads us to conclude that the more ways there are to address the issue of confidentiality with this segment, the better. As mentioned, the phrase, “you can rest assured that your information is going to be secure” is powerful at supporting the confidentiality claim.



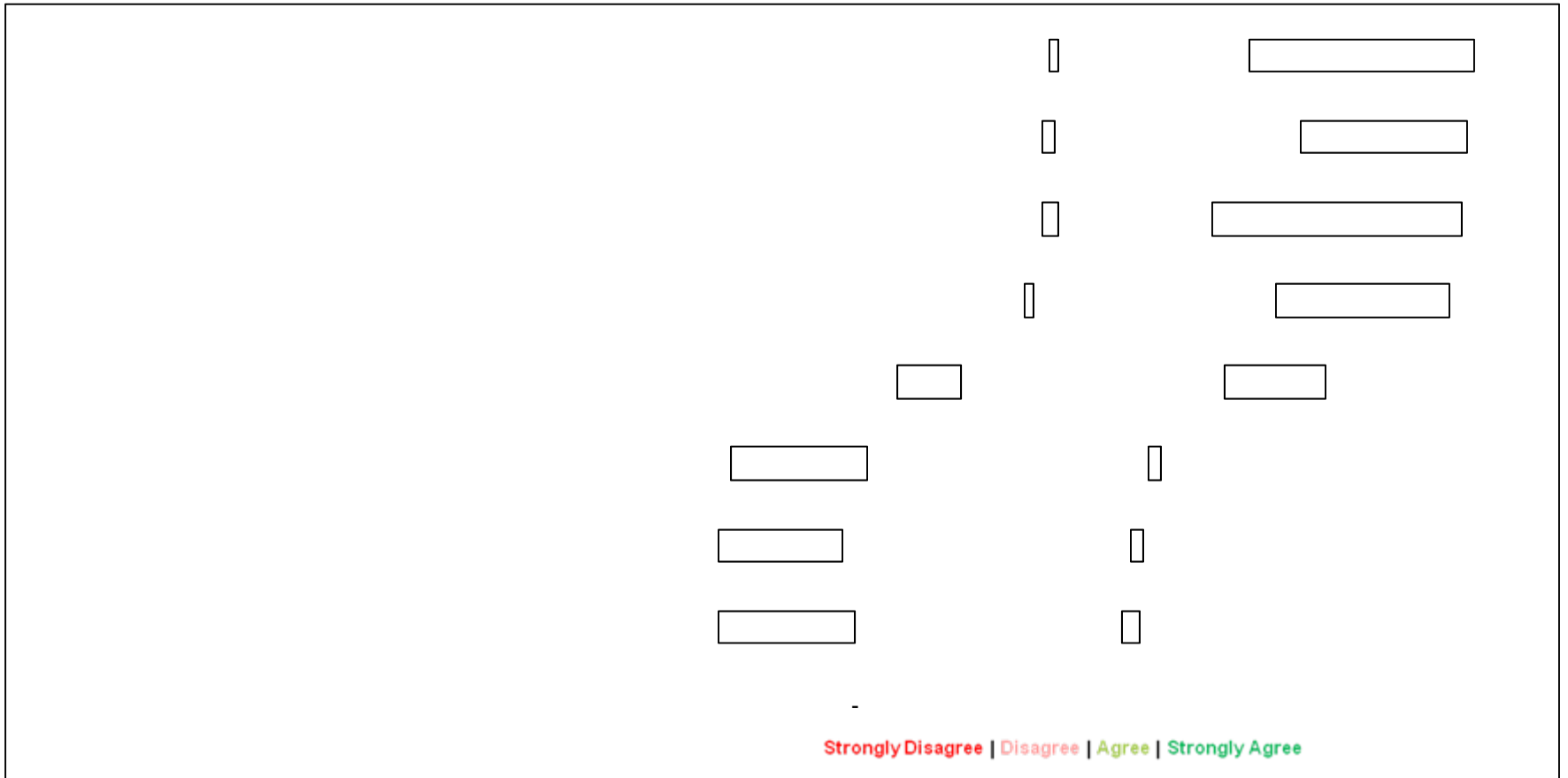
“Fish Eye” continued...

- “Fish Eye” is successful at **capturing the attention** of nearly all of the participants (53/91%). The vast majority of the sample (39/89%) also agrees that the execution is **talking to them**.
- Over half (24/56%) agree the execution is telling them **something new**. The news includes:
 - That a Census taker will come to their home; completely confidential by law
- Some participants find something in the execution to be **confusing** (4/13%). From discussion we learn that many initially think the visual is a washing machine. Others voice some confusion over the process about when a Census taker will actually come to their home.
- Some of people (3/14%) feel there is something in the execution that is **hard to believe**.
- Most of the sample (32/84%) *disagrees* that the execution is **has nothing to do with me or my needs**.
- In the end, the execution is quite successful in making people want to **encourage others** to participate in the Census. Well over half (59%) strongly agree (top box) while 89% agree/strongly agree.
- And most (41/85%) are left with a **good feeling** about the Census.
- The execution is effective in that the Cynical Fifth mindset is significantly higher than all four of the other mindsets on **the execution is talking to me, the execution told me something new and the execution left me with a good feeling about the Census**.



Diagnostic measures for the "Fish Eye" print execution are as follows:

Diagnostic Measures for "Fish Eye" | Hispanic n=192



Implications and recommendations for the print execution “Fish Eye”...

- We learn that most people do not want a Census taker coming to their home. Many simply do not believe that it will be someone from their community that they know. As mentioned, several suggestions have been offered to assuage fears about a stranger coming to the door. These include providing an identification card for the Census taker and making this ID visibly apparent to the viewer.
- It is important to clarify for people under exactly what circumstances a Census taker will come to their homes. It is important to explicitly say that, **IF** you do not mail in the Census form once you receive it, **THEN** someone will come to your home to fill it out with you.
- Consider other terms for the “enumerador.”



The print execution “In Record Time” is quite well received by most. The story and main character are involving, inspiring and motivating.

- Overall most find the image in this execution appealing. This is a simple woman; real; natural; endearing; humble
- Many feel the storyline is engaging, touching, inspiring and motivating.

“She motivates us; everyone has to do their part.” Chicago Mexican

- Message: it only takes ten minutes to improve the future; don’t be afraid; you can do anything, anything is possible; it doesn’t matter where you’re from; your immigration status doesn’t matter; in ten minutes she built a better future

“The Census will help so others don’t have to go through what she did.” Miami Cuban

“She gives us the lesson that we can do whatever we want.” Chicago Mexican

- For some, the execution has a tranquil tone and instills trust.

“We all have an aunt who looks like her.” Mexican

- Many appreciate seeing the Census form.
- Stand-out phrases that are meaningful and motivating include:
 - “in only ten minutes she helped build a better future.” This says quick and easy.
 - Specifically mentioning the words “improve public transportation” strikes a positive chord with many.



“In Record Time” continued...

- Addressing confidentiality is critical. Some versions of the execution say: “you can rest assured that your information will be secure.” This phrase is very comforting and reassuring.
- Other versions of the execution say: “you can rest assured that your information will only be used for statistical purposes.” This phrase is less impactful and less emotional. It might be better to avoid using the word “estadísticos” (statistics). It is not clearly understood by the masses and raises eyebrows. We learn in discussion that it conveys something cold; just numbers for some. For a few who understand the word, they say “statistics matter.”
- The term “enumerador” has problems as well. This word is not commonly used and as one says, “it is an animal counter.”
- Some question the ‘four hours on the bus to work’ line and feel it is exaggerated and not believable.



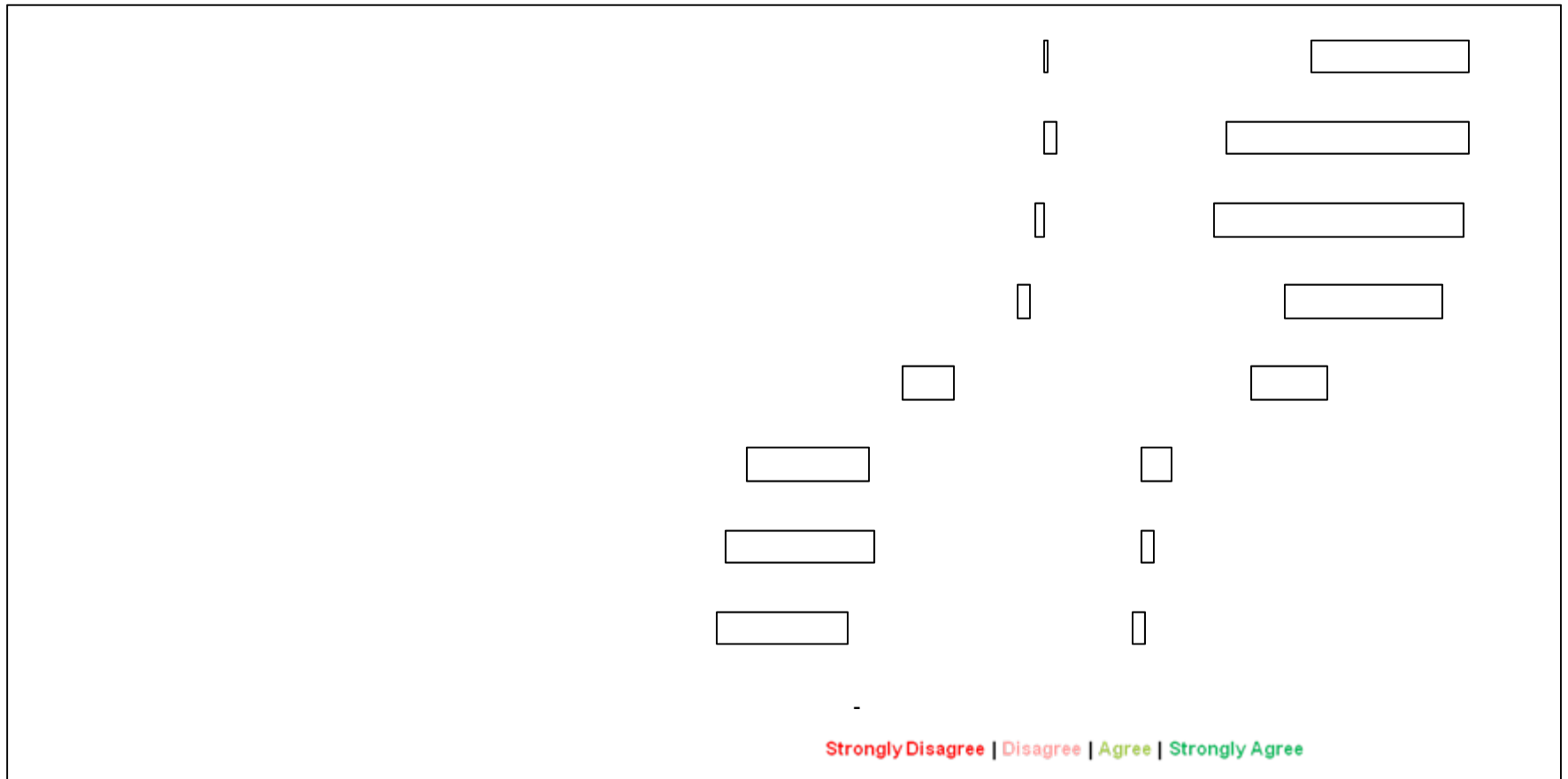
“In Record Time” continued...

- “In Record Time” is very successful at **capturing the attention** of nearly all of the participants (59/87%). Many can relate to the story and main character and thus agree that the execution is **talking to me** (37/83%).
- Over half of the participants (18/56%) agree the execution is telling them **something new**. The news includes:
 - That a Census taker will come to their home; ten simple questions
- Only a few participants find something in the execution to be **confusing** (3/14%).
- And only a few of the people (3/12%) feel there is something in the execution that is **hard to believe**. (“Four hours on the bus to work.”)
 - Females are skeptical as they score significantly higher than males on **there is something in the execution that is hard to believe** (17% vs. 8%).
- Most of the sample (29/81%) *disagrees* that the execution is **has nothing to do with me or my needs**.
- The execution is quite successful in making people want to **encourage others** to participate in the Census. Well over half (57%) strongly agree (top box) while 89% agree/strongly agree.
- And most (37/89%) are left with a **good feeling** about the Census.



Diagnostic measures for the "In Record Time" print execution are as follows:

Diagnostic Measures for "In Record Time" | Hispanic n=147



Implications and recommendations for the print execution “In Record Time”...

- Addressing confidentiality is critical. Consider dropping the use of the word “estadísticos” (statistics). This does not carry nearly the impact of saying “your information is secure and safe.”
- Consider another term than “enumerador.”
- Consider revising the number of hours in the claim ‘four hours on the bus to work’.



Findings, implications and recommendations on taglines.

OVERALL FINDING: Both taglines are liked for their own reasons. There is no clear preference between the two.

Para avanzar, lo tenemos que mandar.

To move forward, we have to send it back.

- Many feel this tagline is an excellent fit for the campaign.
- The line rhymes, sounds nice and is memorable.
- The tagline communicates responsibility and future success. For many the line means “You send it in and we all move forward; it’s about progress/advancement; getting ahead; being proactive.
- It also conveys a sense of urgency or immediate action.
 - However, the word “avanzar” implies to “move fast” and some prefer a word like progress instead.
- In an effort to improve on the line, some suggest replacing the words “para avanzar” (to advance) with “para mejorar” (to improve) and/or “para progresar” (to progress).

“To progress has more hope.” Charlotte Mexican

“It’s a bigger word (progress) and brings in other facets.” Wash DC Central/South American

- Other suggested words for mandar (send it back) include completar (to complete or fill out) and enviar (to send).
- Some complain that the implication is that you “have to” send it back which is negative. It sounds mandatory.
- “It says ‘all of us’ have to send it. If there’s unity there’s strength.”
- “If you don’t do it, you stay right where you are.”
- “Don’t forget about it, send it back.”
- “The whole phrase is motivating; it says it all.”

Findings, implications and recommendations on taglines.

Tú lo envías, avanzamos todos.

We can't move forward until you mail it back.

- The line is encouraging participation in order to improve life; to progress.
- You send it in, we all advance. Some suggest replacing “avanzamos” with Advance= we improve/progress (mejoramos/progresamos)
 - “You” *have to do something; the success depends on us.*”
 - “We’re all helping each other, not just yourself.”
- The line seems to be more appealing in an individual motivational sense.
- “The “tu” makes it personal and more friendly; it individualizes it and says you are unique. “You” is personal, and then there is an outcome that affects everyone; “we” is all the community.”
- “The faster you send it in the sooner you benefit.”

Findings, implications and recommendations on taglines.



It's in our hands.

- Universally this line is liked and all agree it fits with the campaign.
- It means, it's up to us; it is our responsibility.

"When we participate, we contribute."

Chapter Eight: Puerto Rican Audiences (In Urban and Rural Puerto Rico)



This chapter covers the “Puerto Rico” market segment for the Puerto Rico Census ONLY.

Core Segment	Sub-Segments
Diverse Mass	
Black	African-American, Bi-Racial Black, Black African, Black Caribbean, Haitian
Hispanic	Central/South American, Cuban, Mexican, Puerto Rican in U.S.
Puerto Rico	Urban and Rural Puerto Rican
Asian	Mandarin, Cantonese, Vietnamese, Japanese, Asian Indian, Korean, Filipino, Non-First Generation Asian, Cambodian
AI/AN	American Indian, Alaska Native
NHOPI	Native Hawaiian and Other Pacific Islander
Russian, Arabic, Polish	

Four sessions were conducted in San Juan, Puerto Rico with a total of 46 participants. One session was conducted with urban participants and one session with rural participants. Both sessions employed the “quali/quant” methodology utilizing the electronic data collection system.

Note: for the rural group, participants were specifically recruited from locations outside of the greater San Juan area.

#	City	# of Participants
1	San Juan (rural)	23
2	San Juan (urban)	23
		46

The CBAMS mindset algorithm was incorporated into the participant screening process. The following chart highlights the total number of participants in Puerto Rico (n=46) representing each mindset by sub-segment.

Mindsets	Urban	Rural
Leading Edge (17.4%)	0	8
Head Nodders (0%)	0	0
Insulated (34.8%)	10	6
Unacquainted (19.6%)	0	9
Cynical Fifth (28.3%)	13	0
Base: n=46	23 (50%)	23 (50%)

Quantitative data was segmented according to gender, age, income level, mindset and a number of other variables.

Category	Segment
Gender	Male or Female
Age	Younger than 35, 35-54 or 55+
Born in the U.S.A.	Yes or No
Annual Household Income Level	Less than \$50,000, \$50,000-99,999 or \$100,000+
Mindset (CBAMS segmentation)	Leading Edge, Head Nodders, Insulated, Unacquainted or Cynical Fifth
Bilingual	Yes or No
Residence	Own, Rent or Other
Pre/Post Shift	Likelihood to participant, feelings about the Census and likelihood to recommend participation to others

NOTE: Due to the tendency of this audience segment to use the higher end of the scales, and to react quite positively, the data in this report will be shown as top box %/top two box % (28/85%). This will help illustrate the intensity of a positive response from the sample.

Four TV spots and 2 print executions, from two of the three-tiered campaign phases Awareness (A), Motivation (M) and Non-Response Follow-Up (N), were exposed and rotated across sessions.

All of these creative executional concepts were in an unfinished stage of development. All participants referred to the executions as “ads” and answered questions about the “advertising.” However, the test material will be referred to as “messages” or “executions.”

The executions exposed included:

#	Television	Print
9	Count Orgullo (A)	School (A)
10	Ambulance (A)	Count (M)
11	Denise (A)	
12	Carmen (M)	

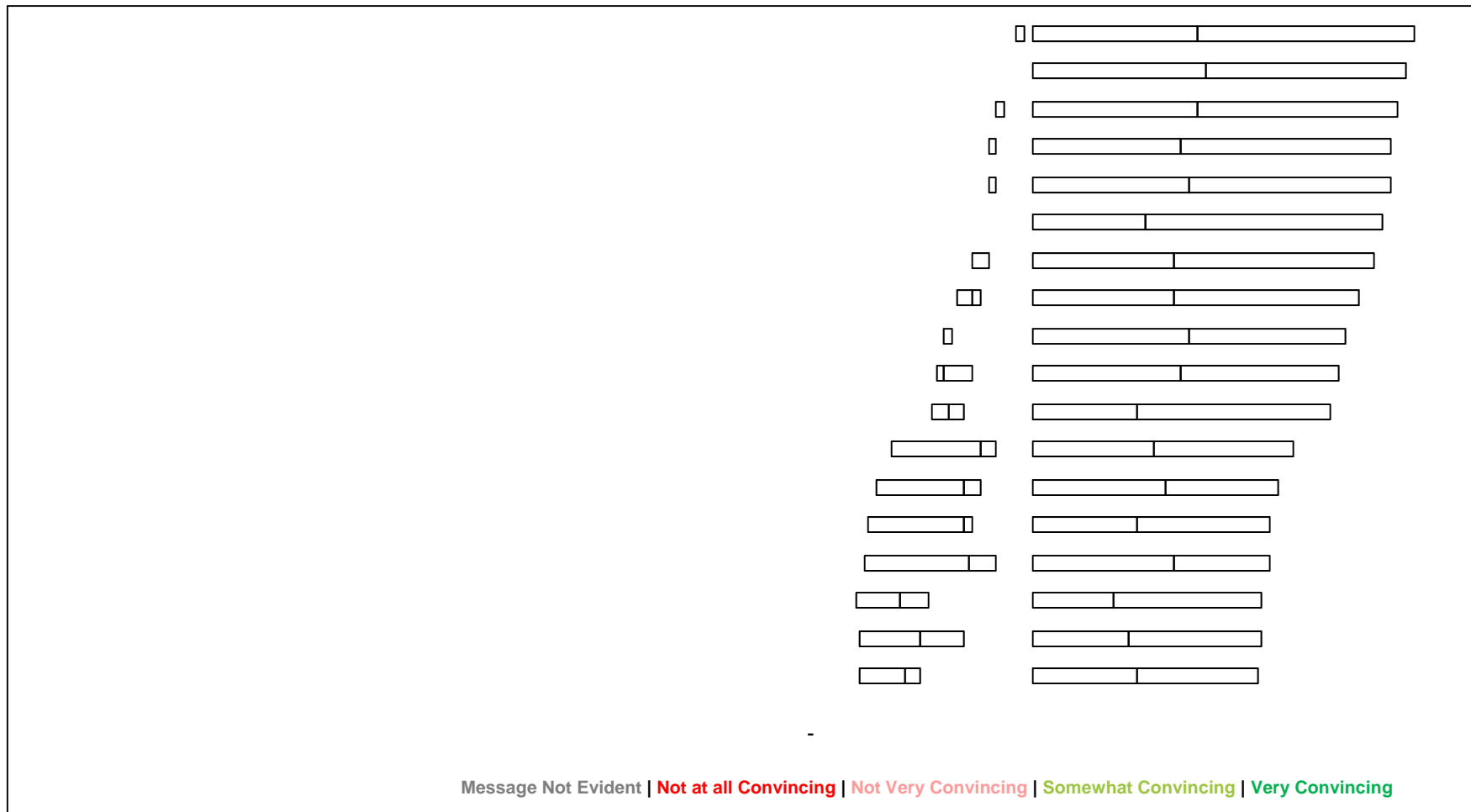
Participants were asked to provide their opinions on three measures prior to seeing any of the executions. Once they had been exposed to the campaign, they were asked to again provide their opinions on the same three measures. This table depicts any pre-to-post shifts across these three measures.

Pre- and Post-Exposure Measures of Feelings Toward Census | Puerto Rico n=46



After being exposed to the campaign, participants were asked to indicate how convincing they thought the messages were on the following series of aided communication messages.

Campaign Diagnostic Measures | Puerto Rico n=46



Implications and recommendations for the messages in Puerto Rico...

- Overall reaction to the Census executions in Puerto Rico is generally positive. Most require more details and information since awareness seems to be quite low and understanding is minimal.

"It's emotional; you connect." Puerto Rico Rural

"(Showing) the Puerto Rican culture is attention-getting." Puerto Rico Rural

- Most also understand that the main objective of the campaign is to encourage everyone's participation because everyone will benefit. Most are left with the feeling that it is imperative to participate and this needs to be clearly communicated to all Puerto Ricans.
- Most key points in the executions are news to these participants including that the Census is used to determine the amount of funds that go into the communities for their benefit.

"I didn't know what it was for and now they are interested in where they should spend their funds. I like it." Puerto Rico Rural

"I didn't realize the impact." Puerto Rico Metro

"Count on me to cooperate." Puerto Rico Rural

- Most participants agree that showing general locations in the messages is more appealing and better than being too specific, e.g. Ponce is too specific and only some relate. There is a great national pride, make the most of it.
- Try to make the link between Census participation and benefits to the community more direct and clear.
 - The example of El Morro is somewhat confusing because some people know this is federally funded as a national park.
- Most agree they want to hear that the information in the Census is confidential.

"Saying it's confidential will build trust." Puerto Rico Rural

"Then it's non-political." Puerto Rico Rural

"You have to be clear the information will not be discriminated." Puerto Rico Rural

The TV spot “Count Orgullo” is well received. Seeing the variety of Puerto Rican scenes evokes feelings of pride and unity.

- With the help of the Census (funding), many feel the desire to participate in order to help maintain the physical and cultural beauty of Puerto Rico. Many appreciate the display of geographic diversity across Puerto Rico.

“All the beautiful things Puerto Rico has... if we don’t do the Census we won’t be able to enjoy them.” Puerto Rico Metro

“This is about cooperation and people helping others.” Puerto Rico Rural

- Message: participate in Census and help yourself and others; everyone counts.
- Many, especially the rural folks, feel a lack of concrete information about the Census.

“It’s not clear what, and how, things will improve.” Puerto Rico Rural

- Some do not see the link between the characters throughout the story and the Census.
- Several appreciate the play on words, “count on me,” understanding the “counting people” and “rely on me.”

“It invites you to get committed.” Puerto Rico Metro

- Since many wonder exactly how the funds will be used, some suggest showing before and after pictures to illustrate the actual impact of the funds.



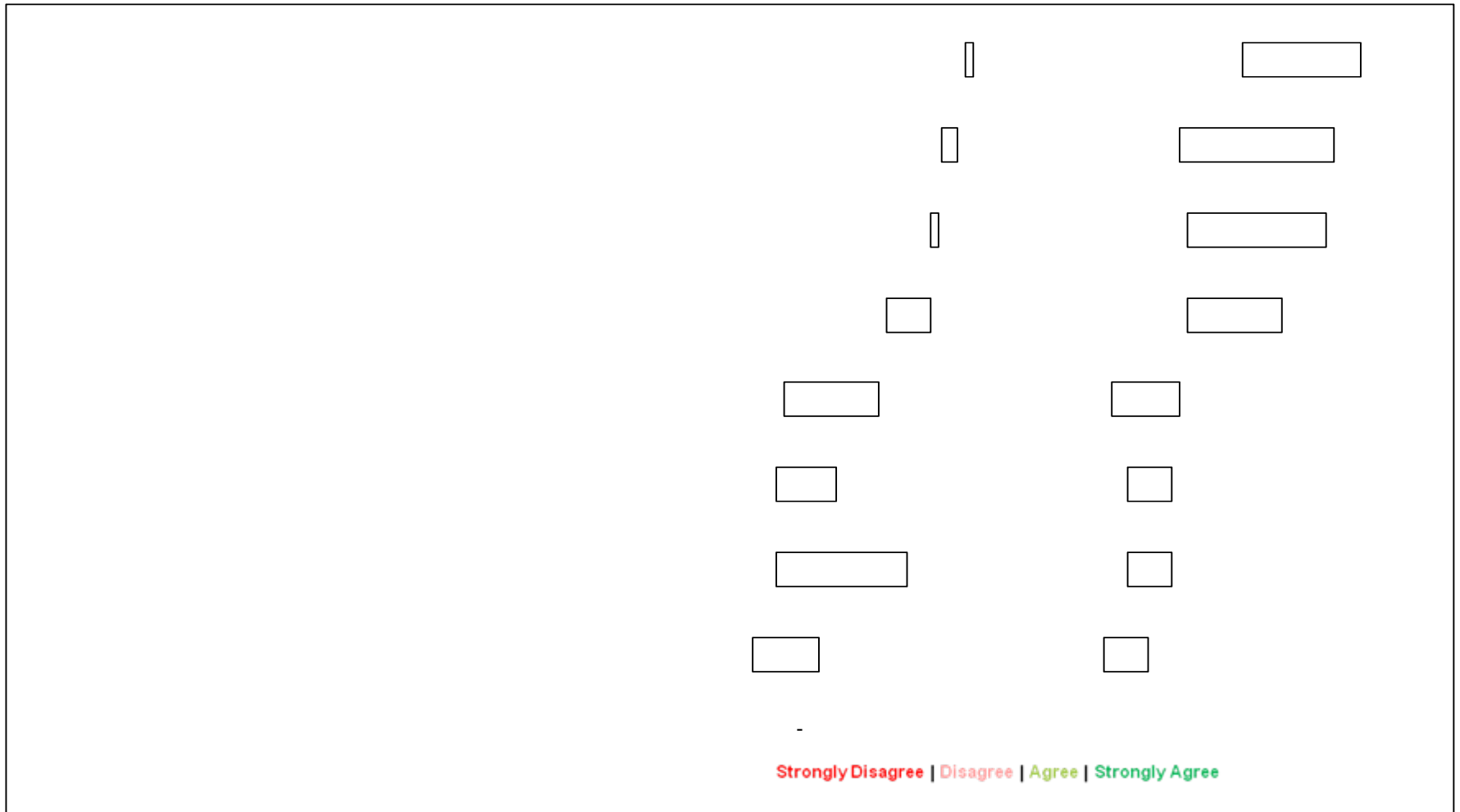
“Count Orgullo” continued...

- “Count Orgullo” TV **captures the attention** of over three quarters of the sample (35/78%). And even more (39/80%) agree the execution is **talking to them**.
- Well over one third of participants (17/41%) agree the execution is telling them **something new**.
 - Participation in the Census can our families and our children
- A number of people (11/39%) find something in the execution to be **confusing**. It seems that although many take pride in the scenes of people being giving, helpful and supportive, linking that directly to the Census is elusive.
- There is about a third of the sample (11/33%) who find something in the execution **hard to believe**.
- Well over half of the sample (15/61%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution convinces over two thirds of the sample (24/67%) that they want to **encourage others** to participate in the Census.
- The vast majority (30/87%) are left with a **good feeling** about the Census.



Diagnostic measures for "Count Orgullo" television spot are as follows:

Diagnostic Measures for "Count Orgullo" | Puerto Rico n=46



Implications and recommendations for the TV spot “Count Orgullo”...

- The variety of scenes are involving and engaging and evoke positive emotions about the unity of the community. Consider copy enhancements that will more clearly link these experiences to the funding that can result from participation in the Census.
- Something related to the process might accomplish this, i.e. by filling out your Census, you can count on the funds that will go to helping keep our environment beautiful for everyone.



The “Ambulance” TV spot receives mixed reactions. Some are confused and think the execution is for something medically related. Some have a hard time connecting the dots on the entire concept of the execution.

- The use of the ambulance telegraphs health care benefits for almost everyone. The different people in the town square convey that this is for all types of people.

“We are all the same...it doesn't matter what social status you are there is unity.” Puerto Rico

- Message: cooperation and unity among people; we must unite; use of funds for community (for health care).
- Some don't get the ambulance analogy at all and are left wondering what the Census is and where the funds come from. Some want to be tipped off earlier in the execution that it is for the Census claiming that this will help them follow the story.

“Explaining what the Census is, is more important than the images.” Puerto Rico Rural

- The community of Ponce has a reputation for being “snobbish” and “conceited” and therefore is an obstacle for some in terms of becoming involved in this execution. These people prefer a more general location which would be more widely acceptable and allow more people to relate.
- The outline of the ambulance is also viewed as limited to health care by some. These people suggest an outline of the island of Puerto Rico would be better and would convey inclusion and benefits for people all over the island.



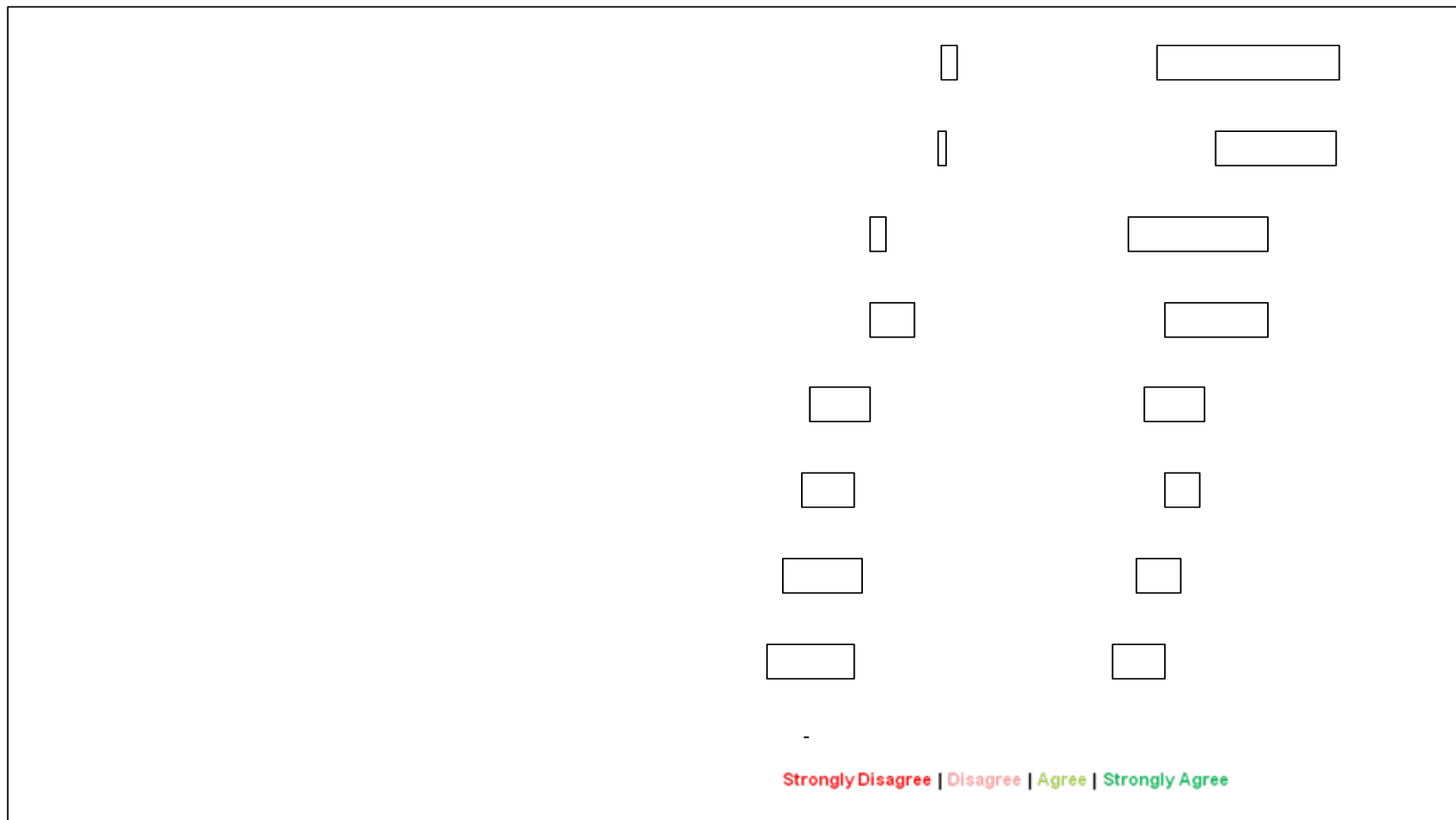
“Ambulance” continued...

- “Ambulance” **captures the attention** of just over three quarters of the sample (46/78%). Just under two thirds (35/61%) agree the execution is **talking to them**.
- Nearly half of participants (15/46%) agree the execution is telling them **something new**.
 - Census helps determine how money gets spent
- Over one third of the people (13/35%) find something in the execution to be **confusing**. Primarily the confusion is in linking the different people who are connecting the dots and outlining an ambulance, to the Census.
- There are more than a third of the sample (11/39%) who find something in the execution **hard to believe**. Perhaps this has to do with the use of Ponce as the community example.
- Over half of the sample (13/57%) *disagrees* that the **execution has nothing to do with me or my needs**. This leaves nearly another half (44%) that *agree* the **execution has nothing to do with me or my needs**.
- The execution convinces well over half of the sample (26/61%) that they want to **encourage others** to participate in the Census.
 - Females are significantly more in agreement than are males that the execution is telling them **something new**. (60% vs. 35%).
- And still, in the end, over three quarters (30/78%) are left with a **good feeling** about the Census.



Diagnostic measures for "Ambulance" are as follows:

Diagnostic Measures for "Ambulance" | Puerto Rico n=46



Implications and recommendations for the TV spot “Ambulance”...

- Several readers miss the main concept of this execution. Consider more strongly and more clearly linking the variety of people being featured in the execution to the Census and its funding (that they each play some role in the activities that receive funding).



The “Denise” TV spot is entertaining for some but over the top for most.

- Some appreciate the entertainment of the over the top story.
- However, more feel the attempt at humor in this execution is “cheesy.” The storyline and main character are not particularly appealing for most. Some males suggest an athlete story would be more interesting.

“Thanks to her, things get done.” Puerto Rico Rural

“We’re not all beauty queens.” Puerto Rico Metro

“It’s reverse psychology.” Puerto Rico Metro

- Message: it is important for everyone to participate; if you don’t take the action someone else will decide for you; we have to unite.

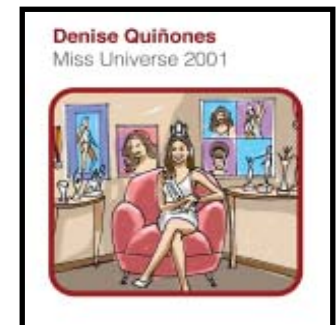
“The Census benefits will depend on who fills it out.” Puerto Rico Metro

- Many are left wanting more substantive information about the Census.



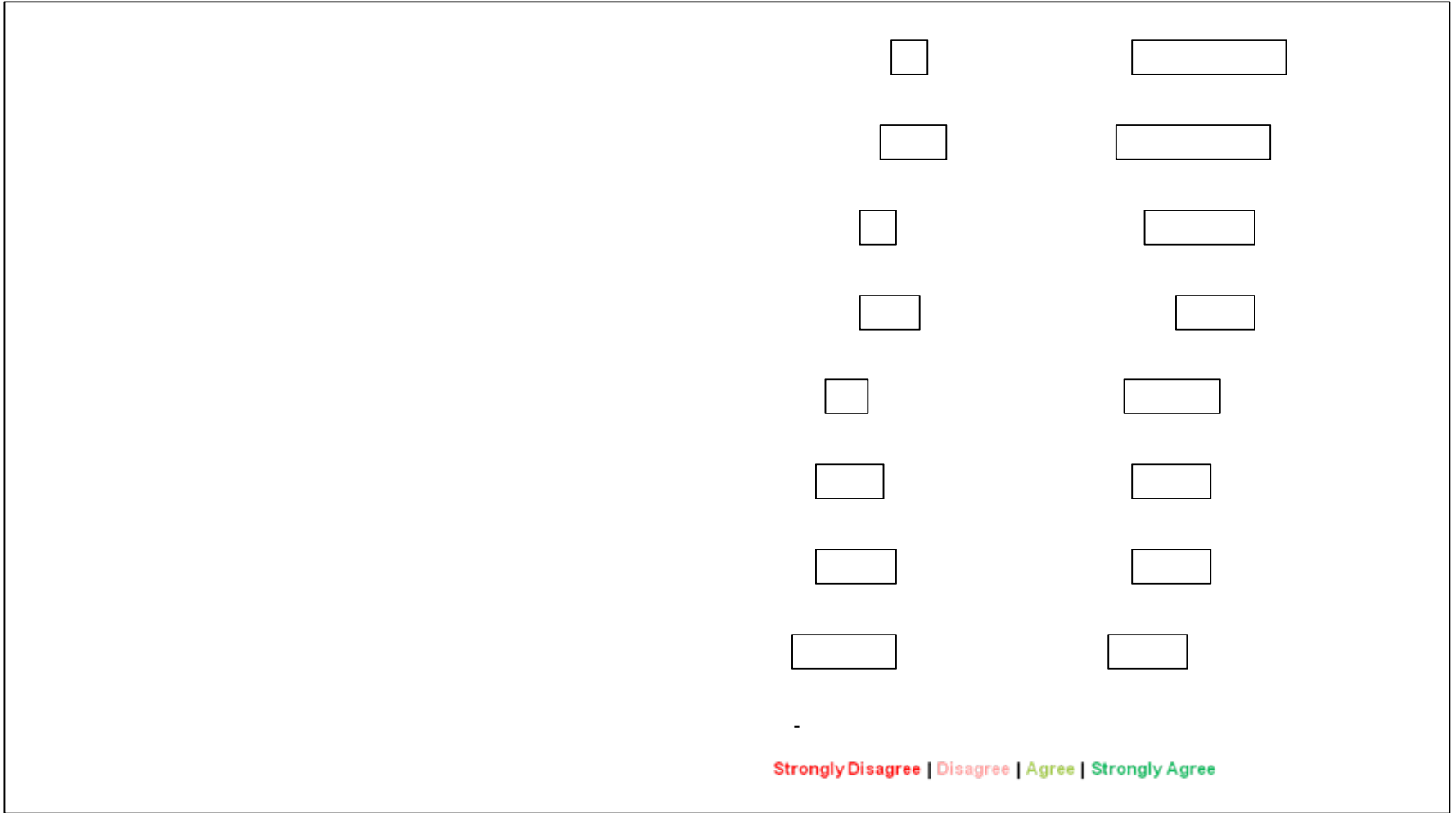
“Denise” continued...

- “Denise” **captures the attention** of nearly two thirds of the sample (39/65%). Just over half (24/52%) agree the execution is **talking to them**.
- Half of participants (20/50%) agree the execution is telling them **something new**.
 - Census helps determine how money gets spent
- Nearly half of the sample (20/43%) find something in the execution to be **confusing**. Some spend time trying to figure out what is happening in the story. Others cannot make a link between what Denise is doing and the Census.
- Over half and nearly two thirds of readers (20/61%) find something in the ad **hard to believe**. This result needs to be taken with a grain of salt however because the execution is supposed to be “tongue in cheek” and a fantasy illustrating what “could” happen if one does not participate.
- Exactly half of the sample (20/50%) *disagrees* that the **execution has nothing to do with me or my needs** and the other half (50%) agree the **execution has nothing to do with me or my needs**.
- And yet, the execution still convinces over two thirds of the sample (39/70%) that they want to **encourage others** to participate in the Census.
- Over half (28/61%) are left with a **good feeling** about the Census. But 39% *disagree* that they are left with a **good feeling** about the Census.



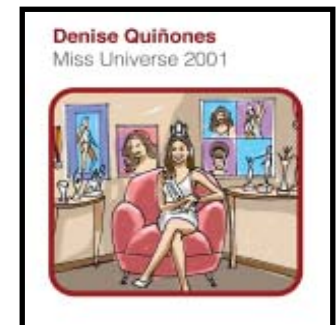
Diagnostic measures for "Denise" are as follows:

Diagnostic Measures for "Denise" | Puerto Rico n=46



Implications and recommendations for the TV spot “Denise”...

- Again it is the concept of this execution that causes a problem for a number of respondents.
- Consider more strongly and more clearly linking the various settings shown in the execution to the Census and its funding; that each (police; school; hospital) receives funding to be more effective for the community.
- Some of the examples in the execution make it difficult to conclude that funding determined by the Census will make a difference, e.g. to provide a “more beautiful police force.”

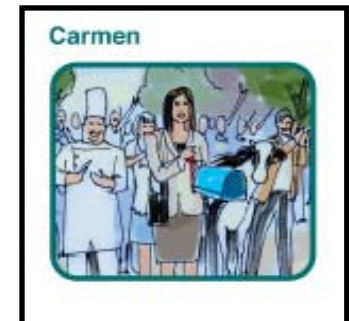


The TV spot "Carmen" is well received and clearly highlights the variety of benefits affected by the Census funding.

- The storyline and narration, along with the visuals, work well together in this execution to call out the benefits to the community by participating in the Census. With the gathering crowd of different types of people, in different community roles, the story holds the viewers' attention. The crowd conveys that the Census is for all types of people; for everyone.

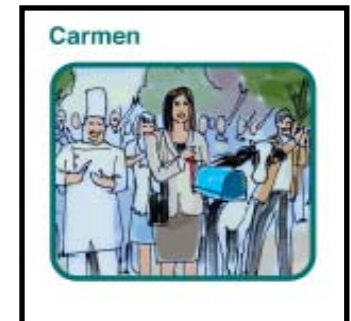
"You don't have to be important or high social class; we all have to do it." Puerto Rico Metro

- Message: If we all fill it out, things will improve for all of us in Puerto Rico. The benefits are for everyone, city and country.
- A few object to seeing Carmen walk on the car which suggests that she is "bossy."
- Some suggest that the ending should not have the crowd cheering for just one person (Carmen), but rather the cheer could be some call to action for everyone, i.e. "Vamos a llenar el censo!" (Let's all fill out the Census!).
 - Cheering just for Carmen is misleading for a few people who think it conveys that if just one person fills out the form, we will all be o.k.
- A few are confused about why all the people are following Carmen and this detracts from the message for them.



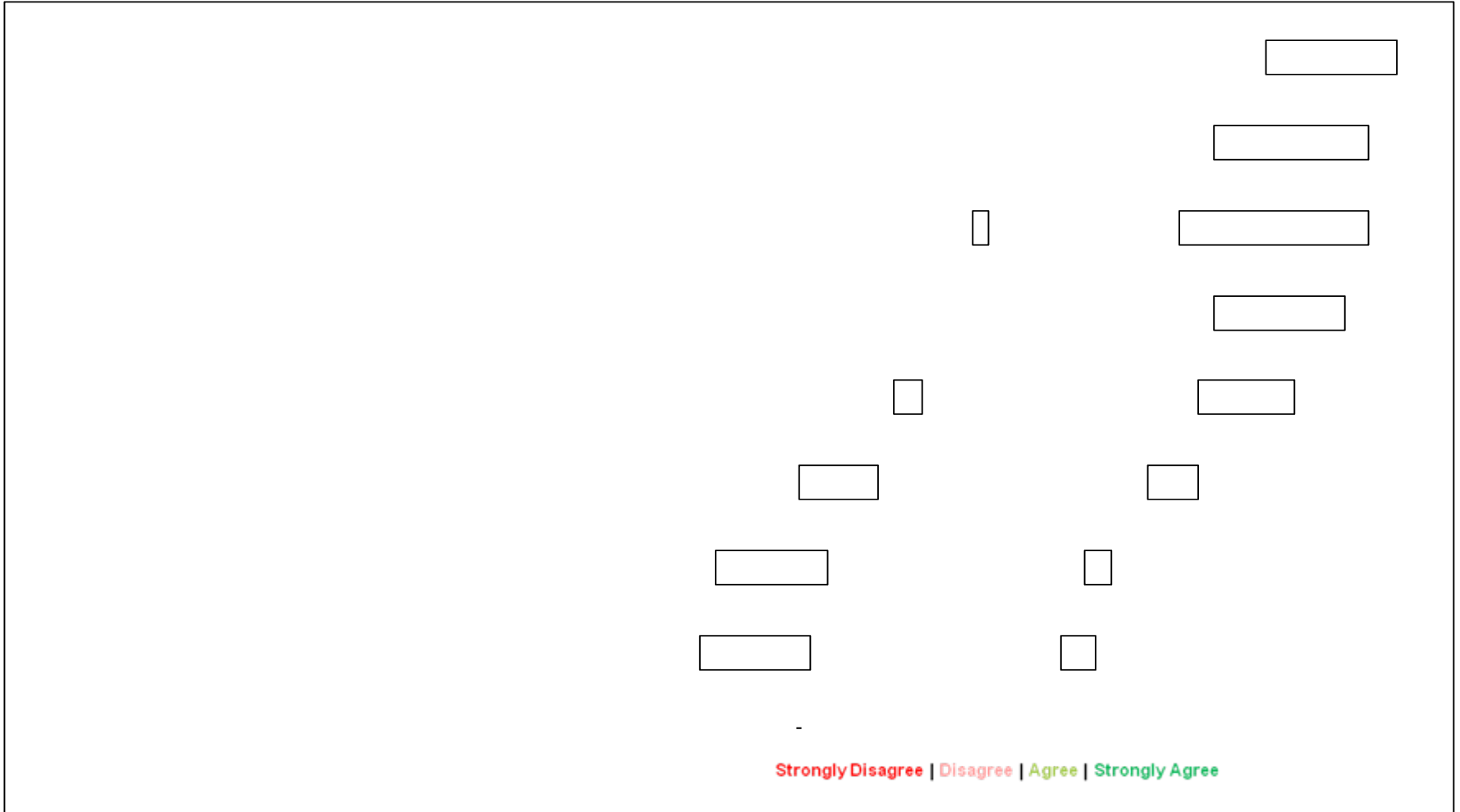
“Carmen” continued...

- “Carmen” **captures the attention** of just about all of the sample (39/89%). And the vast majority (33/83%) agrees that the execution is **talking to them**.
- Nearly three quarters of participants (24/70%) agree the execution is telling them **something new**.
 - Participation in the Census will help Puerto Rico; Specific areas that will benefit (roads; hurricanes; agriculture); ten minutes
- About a quarter of the people (7/24%) find something in the execution to be **confusing**. In discussion we learn that some are not sure why the crowd is gathering and following Carmen.
- There are also some (13/46%) who find something in the execution **hard to believe**.
 - Interestingly, females score significantly higher than males on there was **something in the execution was hard to believe**. (70% vs. 27%).
- Most participants in the sample (28/80%) *disagree* that the **execution has nothing to do with me or my needs**.
- The execution is very successful at convincing nearly everyone (48/89%) that they want to **encourage others** to participate in the Census.
- Almost everybody (33/96%) is left with a **good feeling** about the Census.



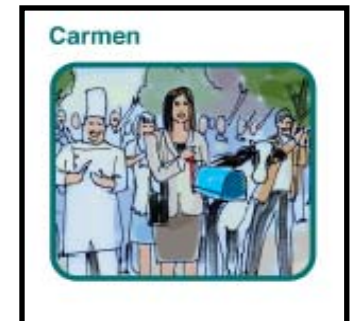
Diagnostic measures for "Carmen" are as follows:

Diagnostic Measures for "Carmen" | Puerto Rico n=46



Implications and recommendations for the TV spot “Carmen”...

- The confusion about the crowd gathering will likely be solved in final production of this execution.
- Consider revising the ending of the story with something that call this gathering crowd together and emphasizes their unity. One suggestion is a call to action where the crowd invites the viewer to join them in participating/making a difference.



The print execution “SCHOOL” catches attention and makes readers want to know more.

- The visual of this execution is intriguing and captures attention. This makes the viewer want to read on.

“The school means that it is the future of the country.” Puerto Rico

“The shape becomes a real school; it takes many people to connect the dots, one person won’t do much.” Puerto Rico Metro

- Message: there are funds to help Puerto Rico/our community
- The information in the execution is appreciated. The fact that funding is used to create jobs, improve roads and education is important to people.

“It explains what the funds are for.” Puerto Rico



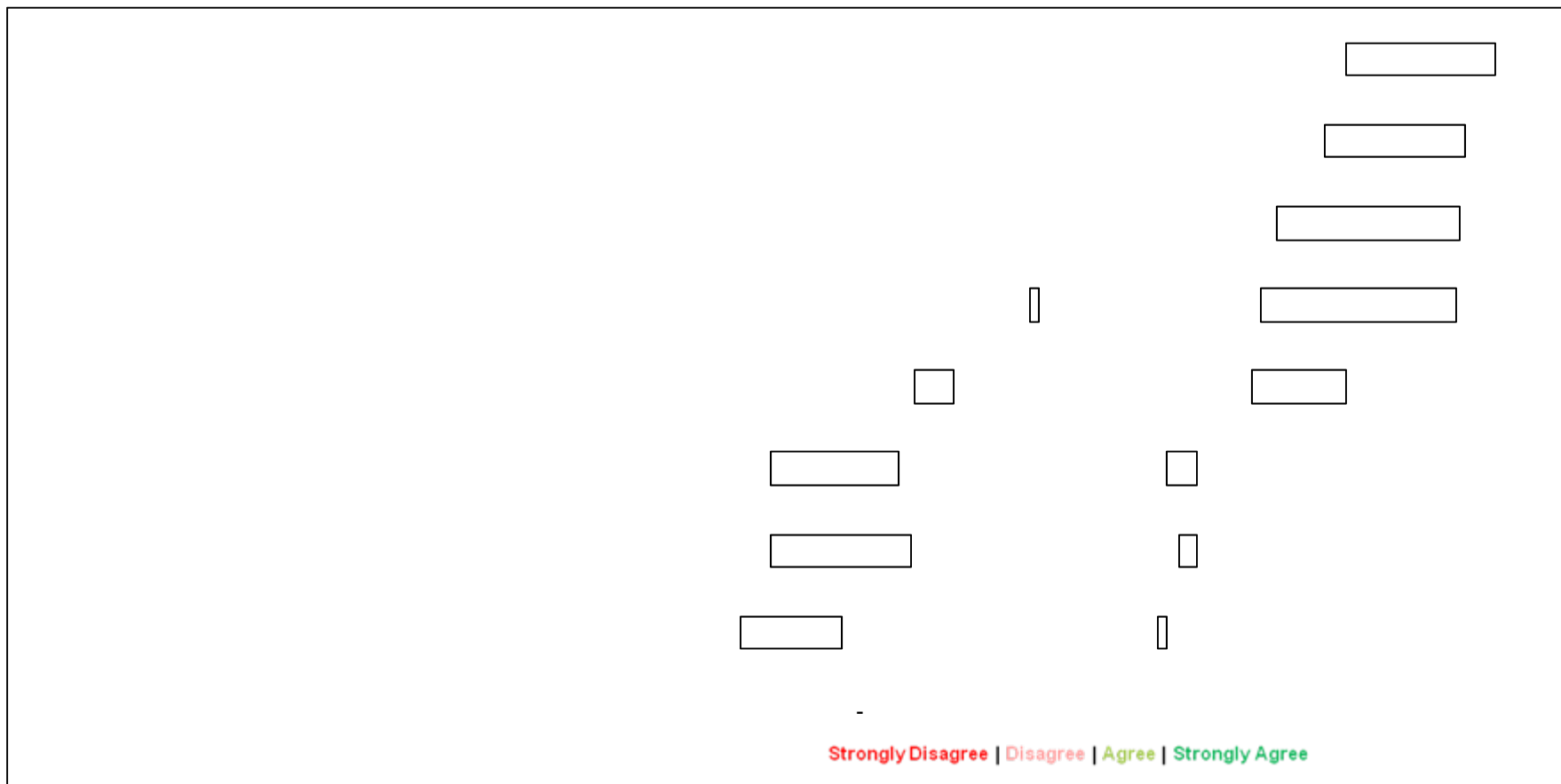
“SCHOOL” print execution continued...

- “School” **captures the attention** of the majority of participants (43/87%) and the same amount (87%) agree the execution is **talking to them** (33% top box).
- Over half of the sample (22/59%) agrees the execution is telling them **something new**.
 - There is funding available; Census determines amount of funds; coming in March
- Some find something in the execution to be **confusing** (4/24%) or **hard to believe** (7/24%).
- The majority (24/83%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution is successful in making most of the sample (46/85%) agree that they want to **encourage others** to participate in the Census .
- And almost everyone (35/93%) agrees they are left with a **good feeling** about the Census.



Diagnostic measures for "SCHOOL" print are as follows:

Diagnostic Measures for "School" | Puerto Rico n=46



Implications and recommendations for the "SCHOOL" print execution...

- There are no recommendations for changing this execution.



The “COUNT” print execution particularly resonates with families who have children.

- The picture at El Morro, and the message of the execution, resonates especially with parents and conveys family and unity.
- Some are reminded of the historical and beautiful places in Puerto Rico and appreciate that the Census can help determine funds to maintain these places.

“Participation in the Census will help preserve what we have.” Puerto Rico

- The picture of El Morro is appealing for most. However, as with the television spot, since El Morro is a national park, some are confused about where the actual funding comes from and what the actual funding goes for.
- Although El Morro is a sense of pride for many Puerto Ricans, the confusion detracts them from making the link between El Morro and the Census.
- Several still require, and ask for, more information about what the Census is and does.

“What are they counting on me to do?” Puerto Rico



“COUNT” print execution continued...

- “Count” **captures the attention** of just over three quarters of the sample (33/76%). Just under three quarters (28/72%) agree the execution is **talking to them**.
- Just over one third of participants (17/39%) agree the execution is telling them **something new**.
 - Participation in the Census can our families and our children
- A number of people (17/41%) find something in the execution to be **confusing**. This seems to be driven by the questions about funding for El Morro and the fact that many are not making a link between El Morro and the Census.
- There are also some (9/24%) who find something in the execution **hard to believe**.
- Nearly two thirds of the sample (15/63%) *disagrees* that the **execution has nothing to do with me or my needs**.
- The execution convinces well over half of the sample (24/61%) that they want to **encourage others** to participate in the Census.
 - Females are significantly more in agreement than are males that they **want to encourage others to participate in the Census** (75% vs. 50%).
- And over three quarters (22/78%) are left with a **good feeling** about the Census.



Diagnostic measures for "COUNT" print are as follows:

Diagnostic Measures for "Count" | Puerto Rico n=46



Implications and recommendations for the "COUNT" print execution...

- The visual impact of El Morro is quite positive with most Puerto Ricans. Consider strengthening the link between why El Morro is being featured in the execution and how that is related to the Census.



Puerto Rico taglines.

“Move with the Census or we’ll stay behind.”

**Muévete con el Censo
o nos quedamos atrás.**

- The tag is motivating and proactive. Most like it and feel it fits the campaign.

“There won’t be benefits if you don’t fill it out.” Puerto Rico

“It conveys that if we don’t participate we will not improve.” Puerto Rico

“It’s in your hands.”



- This tagline also is well-received and fits with the campaign.
- It conveys to viewers that “It all depends on us”; “It’s up to us,” “It’s our responsibility,” “We’re all important.” We are all part of the future.”

“It makes you responsible.” Puerto Rico

Appendix



Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

Method

From July through August 2008, the Census Barriers Attitudes and Motivators Survey (CBAMS) was conducted. This survey was designed to measure:

- Previous Census response
- Attitudes toward the Census
- Knowledge of the purpose of the Census
- Potential motivators to Census participation
- Potential barriers to Census participation
- Ranking of potential messages
- Media consumption
- Demographic information

This research was designed to survey the general population in the contiguous United States, with special efforts to reach historically Hard-To-Count (HTC) populations. There were 4,064 completed interviews in total: 2,701 landline telephone interviews, 300 cell phone interviews, and 1,063 in-person interviews. The in-person interviews were particularly geared toward HTC populations, which were in linguistically and culturally isolated, high poverty or rural areas (see CBAMS Fact Sheet for more detailed methodology).

Objective

The primary purpose of the CBAMS was to support the development of the Census Integrated Communications Campaign (ICC). In particular, the CBAMS was designed to optimize:

- Audience targeting AND
- Message and creative development

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

Universal Truths

The data revealed several measures that obtained high consensus among the survey population. Aided awareness of the Census was very high with 93% reported having heard of the Census when prompted with a description. Among respondents aware of the Census, 76% knew that the Census was used to count the population and 87% reported that they would respond to the Census if it were held today. But, claimed familiarity with the way the Census actually impacts people and communities is relatively weak (compared to the high general awareness numbers) at 57%, and only 13% are very familiar.

Two key motivating attitudinal drivers were common across the overall sample population:

- *Positive motivational driver.* Collective Opportunity (important that all be counted, responsibility to complete the Census and lets government know needs)
- *Negative motivational driver.* Skepticism (misuse of information, lack of privacy and lack of confidentiality)

Mindsets for Messaging

Segmentation revealed five distinct mindsets among the population that varied in their knowledge of and attitudes toward the Census. While there are different cultural contexts that emerged and need to be leveraged, these mindsets exist throughout the population, regardless of race or ethnicity. The population mindsets include:

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

The Leading Edge (26% of the population) are both informed as well as positive about the Census. The Leading Edge demonstrates high awareness and a high degree of knowledge and understanding of the Census. They are very positively predisposed toward it and say that they will inform family and friends about the Census. The segment views the Census as a benefit to the community rather than to themselves personally and they are confident that they will see the Census results in their community. They trust the Census and are not concerned with confidentiality and privacy.

This group is connected with their community and exhibits a high degree of civic involvement and has the highest level of voting among all mindsets. They tend to be affluent with high home ownership and a long tenure at their current residence. Their education level is high and they stay informed of current events through daily newspapers and gathering online information. People with this mindset are typically Non—Hispanic White and between the ages of 35 and 54.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

The Head Noddors (41% of the population) include those who are positive toward the Census, but not well informed about its uses. They consider Census participation to be a responsibility and they are proud to be counted. They trust the Census and are not concerned with confidentiality and privacy. The Head Noddors demonstrate high awareness of the Census and believe they are knowledgeable about the Census but in reality they lack a good understanding of the purpose and intent of the Census. They are the group most likely to answer “true” to false statements about the Census; therefore they might be vulnerable to negative publicity even though they maintain the highest positive predisposition towards the Census and view the Census as having positive community and individual benefits.

This is the largest population segment. They are demographically diverse mirroring the population at large with average income and educational attainment. They include a slightly higher percentage of females and tend to be homeowners.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

The Insulated (6% of the population) are those who have heard of the Census but consider themselves unfamiliar with its purpose and intent — they admittedly say they “don’t know” when asked specifically about its purpose and intent. They have long tenures in their neighborhoods; yet question the impact of the Census since they do not feel they’ve seen results in their own neighborhood. They are more interested in individual benefits of the Census rather than broader-based community benefits, most likely due to their disadvantaged and more isolated circumstances.

This group is composed of people with lower educational attainment and lower incomes. It is racially and ethnically diverse with high percentages of Hispanics, Blacks, and American Indians. In regards to language, many Hispanics speak Spanish in their homes. Within this mindset, there is a large group of older females (65+), many who tend to be widowed.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

The Unacquainted (7% of the population) are a group who have never heard of the Census. Even after a brief description of the Census, the Unacquainted report a low likelihood of participation.

This population group has a large percentage of minorities including Hispanic, Asian, American Indian and Black. Nearly 50 percent of this group is foreign born and most speak a language other than English in the home. This group is bi-modal in terms of age, with many younger members and many older members, but only 22% in the middle age groups of 35-64. Many of the Unacquainted are not married and tend to be renters rather than homeowners. Household sizes tend to be large with a high percentage of children in the home. This group has lower educational attainment and household income. The Unacquainted are less likely to vote in elections, their level of civic engagement is low, and do not tend to be community oriented.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

The Cynical Fifth (19% of the population) are characterized by very negative attitudes toward the Census and suspicion about its purpose and uses, despite high knowledge about uses of Census data. A high percentage of the Cynical Fifth claim unfamiliarity with the Census, but in reality they demonstrate a high level of knowledge about the intent and purpose. They are mostly negative toward the Census with most believing that they will never see results in their neighborhood. They maintain high skepticism and do not trust the Census, yet recognize that the Census is better if everybody is counted. They are concerned that the information collected is an invasion of privacy and that what they provide will be misused (or maybe not well used). Their negative attitudes appear to be ideological in nature, such as being anti-government and anti-institution.

This population group closely mirrors the general population with respect to race, gender, age, educational attainment, and income.

The Insulated and Unacquainted are two population groups that are very poorly informed about the Census in terms of awareness and purpose. The other three groups having greater familiarity with the Census — the Leading Edge, the Head-Nodders, the Cynical Fifth — but vary on their attitudes and understanding of the Census.

Note: Due to rounding, the total mindset percentages sum to 99%.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

Cultural Context

Another way to think about Census audiences is to consider how different cultures within the contiguous United States think about the Census. While specific racial/ethnic skews were associated with some mindsets, others were not. CBAMS results indicate that instead, the mindsets tend to cut across the differing cultures. However, there are certain cultural sensitivities or contexts that did emerge and need to be leveraged:

American Indians have a high degree of pride in their communities, and take strong pride in their own self-identity. They appear to be well informed with few misperceptions about the Census, and agree that the Census “lets government know what my community needs.” But they also say they do not see it as a “civic responsibility” nor very important to complete. This is part due to the fact that American Indians seem to be more skeptical and are more likely to believe they will never see the results within their own communities.

Asians have a high degree of belief that participating in the Census is a civic duty and responsibility. There is a bit of skepticism among this group, but this can be somewhat explained by misperceptions of the Census (more likely to believe the Census is used for locating undocumented workers, deciding state income taxes and unemployment rate).

Blacks are generally knowledgeable about how Census participation impacts the community, but regardless, they tend to be low on believing that it really makes a difference. Things that they believe to be most important for the Census to deliver are specific community and economic development issues, such as better healthcare, schools, public transportation, etc.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

Hispanics express attitudes that reflect pride and interest in building better communities. They generally have a low familiarity with the Census and are somewhat skeptical as to how the Census is used. Skepticism takes on many forms, as many report: it does not matter if they fill out the Census form or not; the information will be misused and that the government already has my information.

Non-Hispanic Whites have high awareness of the Census. The main reason they give for not wanting to participate is not having the time. They exhibit a high degree of community stakedness, thus they give high ratings to knowing their neighbors, missing their neighborhoods if they have to move and regularly voting.

Census Barriers Attitudes and Motivators Survey (CBAMS) Summary of Results

Conclusions/Implications

Together, the mindsets and the cultural context, provide guidance for messaging and creative development. The CBAM study identified universal truths as well as a current understanding of barriers, attitudes and motivators that may contribute to participating or not participating in the upcoming Census.

This direction allows the 2010 Campaign to customize the overall messaging so it resonates with everyone, as well as tailor the communication approach so the emphasis is placed where it is needed the most.

At the broadest level, the communication must build national awareness and create anticipation of the Census across all mindsets and races/ethnicities. This general messaging will include information about “when” (key dates), “how” (in the mail), and “why” (benefits to community and/or individual). Additional targeted messaging will address specific barriers or motivators.

The learnings from CBAMS will be used in the development of creative briefs and messages in communications. The communications will then be tested among the intended audiences to determine if the creative effectively communicates information about the Census and motivates people to participate.

2010 Census Creative Recommendations from Drafftcb

Please double click on the icon below to see an Excel document. The document has tabs at the bottom to show each of the eight core audiences and their creative recommendations from Draftfcb. Once open, you will need to enlarge the screen to view the entire document and the tabs at the bottom.



Creative Recommendations